

CHEMIST & DRUGGIST

the newsworthy for pharmacy

a Benn publication

April 2 1983

**PA campaign:
Minister seeks
'value' from
pharmacists**

**Fast minute
cash for rural
patients**

**SNi names
new secretary
designate**

**Challenge to
PA's parallel
reports view**

**Antagonism
invention**

**Photographic
Special
Feature**

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COMMENT

Golden silence?

The invitation to the National Pharmaceutical Association's advertising campaign launch Press conference was headed "Pharmacy — the quiet profession." And, unfortunately, that is the way it has stayed, so far as most of the national media are concerned.

Mr David Sharpe, chairman of the organising subcommittee, did get an interview on Radio 4, but the newspapers largely ignored the launch — and the *Financial Times* (one of the few to mention it) actually put the item as an afterthought in a report headed "Drug companies expect growth" (how long will the media insist on equating the profession with the industry?).

But NPA and community pharmacists should not be too dismayed. In journalistic terms the campaign was not hard news, and if fair coverage is achieved in the longer lead-time women's pages and magazines, the real objective will have been achieved — certainly in respect of the intended target audience.

What *should* cause concern, however, is that pharmacists are the "quiet profession" even to many of their own customers. In Woodhall Spa in rural Lincolnshire (p557), a doctors practice is jumping in just before the Clothier regulations come into force to steal (there can be no other word for it) some hundreds of patients from a long-established pharmacy — one which operates longer-than-contracted hours, and a collection and delivery service for an outlying village.

Will the poached patients complain before they lose their pharmaceutical service? And do they even realise what that service entails? If this turns out to be more than an isolated case, perhaps PSNC should take a leaf out of the NPA book and institute its own campaign — not a gentle one to show the profession's co-operation with the doctors, but a hard-hitting one to show that when it comes to

prescribing and dispensing, two professionals are better than one. Any patients deprived, or in danger of being deprived, should be left in no doubt that their doctors have "done the dirty" on them — with nothing but personal profit in mind.

Perhaps it was fear of such developments that lead the leaders of both medical and pharmaceutical professions to be shy about revealing the details of the Clothier regulations before Parliamentary procedure made it inevitable. If so, their motives were honourable — but they should perhaps have been prepared rather to jointly circularise any "standstill" breakers' patients with a document which would expose poaching efforts for what they are.

The situation in Great Wakering on the other hand, will be seen as the opposite side of the coin. A pharmacist broke the "standstill" here, but in an area obviously ripe for change under Clothier. If Clothier would *not* have changed the rural status here (no fewer than 4,000 patients are within a mile of Mr Collins new pharmacy) then it is already a failure. We hope that the doctors concerned will receive their compensation, and that Mr Collin's action did no more than bring matters forward.

His problem, of course, is that he also alienated many of his own potential customers. That he did so is a fault of their ignorance of the meaning and extent of a full pharmaceutical service. Hopefully, the NPA campaign will help them to understand what they have been missing, and Mr Collin will be given a chance to act as one of the profession's ambassadors.

Minister seeks 'value' from pharmacists

The National Pharmaceutical Association's advertising campaign for community pharmacists has the Government's approval. So said Minister for Health Mr Kenneth Clarke this week at a launch Press conference when he declared a "vested interest" in getting better value for money out of the skills and knowledge of the pharmaceutical profession.

Mr Clarke added the pressures on the general practitioner and other primary care services could be reduced, in so far as the public could be encouraged to make first use of the pharmacist and consult him when they are feeling unwell.

"The public can be reassured," said Mr Clarke, "that the profession is fully capable of giving the sort of advice being talked about." A pharmacist's training and acquired skills enable him to know "perfectly well" when someone consulting him requires medical attention — and that would be a part of the advice, he said.

Mr Clarke said the Government relied on people with trivial illnesses indulging in self-medication, as they did now, to avoid swamping the NHS. He was advised by his Department that nine out of ten adults feel unwell in any four week period. If people sought the advice of a chemist when they purchased their self-medication it would be more sensible, he said.

Services underused

Because pharmacists were paid for work they did on behalf of the Health Service, Mr Clarke said that as a Minister, he was grieved that pharmacists' services may be underused. The campaign could be a "very great advantage" in making the public aware of the full extent of the pharmacists' professional skills, of his qualifications and of the help he could be, said Mr Clarke.

He wished the campaign every success. "I hope that it does have a noticeable effect on practices up and down the country over the next few months."

David Sharpe, campaign committee chairman, thanked Mr Clarke for his "emphatic endorsement to the thinking of those who have decided to mount the advertising campaign." He then outlined and gave an explanation of the pharmaceutical revolution of recent years and of the resulting changes both in the practice of pharmacy and of the pharmacists' role.

NPA director, Mr Tim Astill then detailed the thinking behind the campaign



Minister for Health, Mr Kenneth Clarke at the NPA Press conference

from its conception to inception. He believed it was unique in a number of respects, not least of which was that maximisation of sales and profits did not figure among any of the campaign's major objectives. "Our aim is to put the profession of pharmacy on the map so far as the public is concerned and thereby benefit people generally by demonstrating that they do have ready access to a source of advice, knowledge and information about family health care.

"We also intend the campaign to benefit our members by increasing public demand for the pharmacist's knowledge and expertise, by putting the pharmacist firmly among those recognised by the public as health care professionals and thus increase the pharmacist's job satisfaction," he said.

Concerns expressed

Question time for the journalists from a very broad spectrum of publications revealed various concerns. If the campaign had DHSS approval, did it have the approval of the British Medical Association? Mr Sharpe explained that they had been informed of its content and then read out a note, from a joint meeting of the BMA and representatives of the Society, that approved the practice of a pharmacist responding to the symptoms a person presented with either advice, an OTC medicine or a referral to a doctor.

Another speaker was worried by the

increasing "medicine orientation" of pharmacists. Mr Astill replied that there was nothing particularly sinister about this. "If the pharmacist is not there as someone who knows about medicines and their formulation, in a position to advise on the correct choice and the safe use of medicines, then frankly I do not know why he is there," Mr Astill said.

Was it not the case that there was nowhere in a pharmacy for discussing personal matters? Mr Sharpe said that in his experience the public did not seem to mind discussing embarrassing topics in public, although a quiet corner could usually be found.

Pharmacist diagnosticians?

Were pharmacists setting themselves up as diagnosticians? Mr Astill said they were — in the same way as every mum who goes out to buy a bottle of cough medicine for a child has gone some way towards reaching a conclusion as to what is wrong. "That is diagnosis," said Mr Astill. A pharmacist can help by responding to the symptoms described.

Mr Astill concluded by saying that one of the most pertinent if patronising remarks made when the campaign was being drawn up was: "At least pharmacists are sufficiently well trained to know their limitations."

Call for drugs to help alcoholics

The pharmaceutical industry should be making a major contribution to the control of alcoholism by the year 2000, according to Professor George Teeling Smith, director of the Office of Health Economics.

In the past the industry has tended to neglect research into alcoholism for two reasons Professor Smith said. First there appeared to be no market and it was thought that alcoholics would be reluctant patients. Second, there seemed to be no animal models to allow research.

Professor Smith said that a survey of 20 pharmaceutical industry research directors showed a rejection of these problems.

There are approximately 750,000 people suffering from alcoholism in Britain alone. It is believed that if medicines were available they would gladly come forward for treatment. Professor Smith added that recent advances about the ways alcoholism develops have been achieved using animal models.

Professor Smith was speaking at a symposium organised by the Alcohol Education Centre at the Institute of Psychiatry this week.

Last minute rush for rural patients

Two rural dispensing disputes have come to a head in the week before the Clothier regulations are expected to become law — one “standstill” breach appears to be going against the interests of pharmacy and the other in the profession’s favour.

A last-minute attempt to secure patients by doctors based at Woodhall Spa, Lincs, is having an adverse effect on Mr Bernard Lewis, chairman of the LPC. The doctors applied to dispense in August 1982 and attempts were made both locally and nationally to get them to observe the standstill — the pressure coming as much from the medical sector as the pharmaceutical. The fight was lost, however, and Lincs FPC agreed they could start dispensing from February 1. The doctors agreed to give Mr Lewis a 2½-mile area of protection — though Mr Lewis' "agreement" was enforced because his alternative was a one-mile limit. Mr Lewis claims that the doctors had undertaken not to canvass for patients beyond the 2½-mile limitation, so that change would be gradual.

Doctors offer services

Once the draft Clothier regulations were published the doctors went back on this alleged undertaking and have written to patients offering dispensing services. The letter includes the following: "On April 1 there are due to be changes in the regulations governing dispensing and your doctors may find that they can only continue to provide this service if there is sufficient demand for it from patients . . . It is essential that you return the form to us . . . without delay" (the latter two words are underlined).

The letter also says that “present delivery services will be continued” Mr Lewis is not sure whether this is intended to refer to the collection and delivery service operated from his pharmacy for the past 8-10 years. Under this arrangement the doctors have brought to the pharmacy prescriptions issued at branch surgeries on two days a week, and Mr Lewis delivers the medicines about three hours later. The pharmacy itself operates a full six-day week, and there have been no complaints to the FPC about the pharmaceutical service.

Mr Lewis is now concerned that he will not be entitled to compensation for patients who bow to the pressure to transfer to doctors lists before April 1.

Meanwhile, at Great Wakering, Essex, Mr Lawrence Collin appears to be winning his battle for the transfer of patients from the doctor's dispensing to prescribing lists. Mr Collin opened his rural area pharmacy in February 1982, in the face of much local opposition both



“So zees eez wot zey mean by ze free movement of pharmaceests!”

from patients and the doctors concerned. Essex FPC refused to transfer patients within the mile limit immediately, preferring instead a two-year delay, or the date from which Clothier was implemented. The FPC has now written to some 4,000 patients in the area advising them that from April 1 they will be required to obtain their medicines from an NHS chemist contractor (Mr Collin believes the total number of dispensing patients to be about 5,000).

The patients' action group has continued to be vociferous against the pharmacy, but Mr Collin says that the reaction of customers coming into the shop has been very good — enough to provide him with a good base on which to build. He has, however, been forced by economics to run the business on his own and now hopes to employ further staff.

Prescribing list transfers

Patients will be transferred to the prescribing list unless they can satisfy the FPC that they will have difficulty in obtaining medicines from a pharmacy.

□ The patients' protest group "Right of Choice" was to hold a meeting on Thursday, after *C&D* went to press, to fight the change. Their circular letter says patients should not be deprived of the "excellent facility" of obtaining medicines at the health centre and that Great Wakering patients are being exempted from the right of choice rule granted to other rural areas under the new legislation. "We have had the general practitioners' dispensing service for many, many years, if we lose this, surely it is a backward step?"

his brother from a hotel at Patras in Greece on the eve of his death, saying he wanted money to buy a ticket home.

He had vanished two months earlier after leaving a tape recorded message for his brother — described by Coroner Dr Paul Knapman as the “bizarre equivalent of a suicide note.” Rajnikant’s brother told the court that following a telephone call from him he went to his home where he found the tape.

Tape message

The tape, which was played to the court, contained the message “I am leaving and there is no use trying to find me. I have taken enough strychnine from the shop as will be necessary.” The taped message also included instructions for dealing with Mr Shah’s financial and business affairs.

Inspector John Riche, of Bromley, said police inquiries at the shop had led them to believe there was "something suspicious there — but in what direction we could not state."

The Inspector said that on the day Mr Shah was found dead he was due to appear in a Greek Court accused of infringing currency regulations.

Coroner Dr Knapman recorded a verdict of suicide and said that death was caused by respiratory failure due to strychnine poison. He said: "The evidence here is overwhelming that he took strychnine with the intention of killing himself."

Dr Knapman added that Shah was known to have been depressed for some time following the break up of his marriage and had sought psychiatric help.

Bromley pharmacist commits suicide

A pharmacist killed himself with strychnine in Greece after disappearing from home — a Westminster inquest was told last week. Rajnikant Shah, MPS of Fashoda Road, Bromley, Kent was last heard of by his family when he contacted

■ **HM Customs & Excise** detected smuggled drugs with an estimated street value of £59m in the year to March 31, 1982. A significant feature was the 104.3kg of heroin seized — representing a 178 per cent increase over the previous year. Seizures of the various forms of cannabis amounted to 22,920 kg. Proceedings were taken against 1,225 individuals during the year, with 198 of these being sentenced to imprisonment of between 3 and 12 years for more serious offences.

PSNI names new secretary designate



Mr Derek Lawson has been named secretary designate of the Pharmaceutical Society of Northern Ireland and will take up his appointment on May 9. The present secretary Mr Billy Gorman, is

to retire on July 31, but will remain available as a consultant for some time.

Mr Lawson's appointment was announced this week, after his selection had been made from a shortlist of five candidates, at the March meeting of the Council. He hopes to take up residence shortly in his home town of Bangor, co Down with his wife, Sandra and his daughters Julie (10) and Pamela (15). Sandra also comes from Bangor — her maiden name was Kelso.

Since 1977 Mr Lawson has worked as a community pharmacist in Leeds and before that for pharmaceutical wholesalers Vestric. He joined the company in 1968 and, after working in the hospital supplies section, worked as assistant branch manager at Stockport before a period as branch pharmacist at the Leeds warehouse.

Mr Lawson told *C&D* he was looking forward to his return to Northern Ireland and to taking up his appointment: "The variety of work I shall be doing attracted me to the job," he said.

He registered with the PSNI in 1965 and with the Pharmaceutical Society of Great Britain in 1968.

Health centres

A report on the revised draft of the "Health centre — Charges and Licence for Pharmacists," was received from the

committee comprising Council, Pharmaceutical Contractors Committee and Ulster Chemists Association representatives. Mr T. O'Rourke said most of the draft had already been accepted but pointed out that a sub-clause in the model licence required "that name plates and certificates of registration . . . shall be displayed outside and/or inside the health centre of such dimensions and in such situation as may be mutually agreed. . ."

He could not envisage any pharmacists displaying his or her certificate of registration, the dimensions of which had already been decided by the Council many years ago. However the committee was advised that the sub-clause was of such restricted application as to cause no concern. The Council approved the draft.

Pharmacy inspections

A letter from the DHSS was read enclosing a report on the inspections made of retail pharmacy businesses and the premises of registered sellers of Part II poisons and details of the successful prosecutions taken by the Department under the Medicines Act and the Misuse of Drugs Act. In 1982 there were nine convictions under the Medicines Act and one under the Misuse of Drugs Act.

In reply to a question, the secretary said he thought some of the convictions obtained under the Medicines Act involved other than pharmacists.

The application of Fiona Bernadette O'Neill, Lismore House, Dergmoney, Omagh, co Tyrone for registration as a student, and of Mark Jonathan Overell, c/o Boots Chemists, Tower, Centre, Wellington Street, Ballymena, co Antrim, for registration as a pharmaceutical chemist under the reciprocal agreement entered into by the Great Britain and Northern Ireland Societies, were accepted.

He drew attention to the course of preregistration tutors to be held on April 20. A meeting of the Education Committee is to be held to make the final arrangements for the course.

support the efficacy of amygdalin in the treatment of cancer.

Nevertheless if a doctor believed that, in the case of a particular patient, and taking account of the risks, the substance should be prescribed, then it should be available for him to do so. They advised therefore that amygdalin should be brought within the ambit of the Medicines Act and should be available only in pharmacies on prescription. Such products should not however be licensed under the Act.

Amygdalin has, over the years, been widely publicised in the USA (under many different trade names, including Laetrile) and to a lesser extent in this country as an unorthodox treatment for cancer. It seems reasonable to assume therefore that many purchasers of amygdalin have this particular purpose in mind, since it has no apparent nutritive value, says the Department of Health.



Winner of the Numark National Dream Kitchen competition was Northern Ireland housewife Mrs Gerry Leitch from Bangor, co Down. Mrs Leitch is pictured outside her local Numark Chemist (Smiths Chemists, Bangor) being congratulated by Tom Hutchinson, director of Numark wholesaler S. Haydock & Co Ltd while co-director, Jim McMaster looks on. Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts

Scottish lab protest

Workers at the Medicines Testing Laboratory at the Scottish Branch of the Pharmaceutical Society went on strike for a day last week to protest about the dismissal of a colleague.

Head of Department, Dr Brian Mullock told *C&D* that the strikers resumed work when the full facts were known and this has not seriously affected work at the laboratory.

GSL Order changes

The DHSS is proposing amendments to the Medicines (General Sale List) Order 1980 (SI 1980 No 1922) relating to products for human use. This order will be consolidated with an earlier amendment (SI 1982 No 26) into two new principal orders, one relating only to veterinary drugs, and the other relating only to products for human use and incorporating the proposed amendments.

Schedule 1 of the 1980 order will specify "licence of right" products by reference to the substances they contain, not by the list of names and licence numbers as at present. For the time being the present Schedule 1 (converted to an ingredient list) will remain separate from Schedule 3, but in due course, as the review of licence of right products nears completion, it will supercede it.

Licence holders are urged to check Annex I of the new order to ensure that the appropriate ingredients for substances other than licence of right products have been included, eg it lists products in Schedule 1 to the 1980 order, as amended in 1982 and products licensed with GSL status since 1982. Comments on the proposals to Mr H.D. Jones, Room 1327, DHSS, Market Towers, 1 Nine Elms Lane, London (telephone Ms K. Attwood, 01-720 2188, ext.3321).

Laetrile supply to be restricted?

Proposals to restrict the availability of products containing amygdalin, also known as vitamin B17 or laetrile, have been published by the Department of Health. Where amygdalin is on sale as a health food supplement, and not marketed ostensibly for any medicinal purposes, these products fall outside the scope of the control of the Medicines Act.

The Committee on Safety of Medicines was recently asked to advise on the safety of products containing amygdalin. The Committee's conclusion was that the evidence of potential risks to the general public was such that these products should no longer be available for purchase over the counter as "health food supplements." The Committee was also of the view that there was no evidence to

5,000 micros for GPs by 1990?

By 1990, 5,000 GP practices in the UK (ie 50 per cent) are expected to be using a computer, Professor V.W.M. Drury, Professor of General Practice at Birmingham University, announced last week. At present about 3 per cent are using a computer.

Professor Drury was speaking at the appointment ceremony of Dr Norman Stoddart, a Nottingham GP, as the first ICI Computer Fellow, at the Royal College of General Practitioners in London. Dr Stoddart will be responsible for educating GPs in the use of computers and for keeping GPs updated.



Dr Norman Stoddart, the first ICI Computer Fellow, at the Royal College of General Practitioners last week.

200 at NPA meeting!

Over 200 people attended a meeting of Bournemouth and East Dorset branch of the NPA recently, some members had come from as far as Basingstoke and the Isle of Wight. Mr Stanley Bubb said it was the best attended meeting in the whole of his 30 years experience with the branch.

Labelling machines, specialised computer systems, tablet counters together with the whole range of NPA business service equipment were on show at the Dormy Hotel, Ferndown.

Sales of comfrey tea recommence

The sale of comfrey tea imported by Cotswold Health Products Ltd is to recommence. Last month the DHSS issued a warning about comfrey tea after reports that a batch had become contaminated with deadly nightshade.

The new packs can be distinguished by a data sticker.

People

Dr Howard McNulty has been appointed District Pharmaceutical Officer to the Western District of the Greater Glasgow Health Board. Dr McNulty who is principal pharmacist, information, education and training in the Regional Pharmaceutical Office based in Bristol will take up the post on June 6.

By Xrayser

Oh two!

Or O₂. Oxygen. 48 Cubic feet. What a performance! Came through the letterbox this morning, it did, a letter from BOC advising us — nay instructing us — to move with all speed and check every cylinder of oxygen we had, those on the premises and those in use.

I only had three in the store, but about a dozen in patient's homes. I've already checked a couple, but don't know how I am to find the time to cover the rest because I have none to spare at this moment. Stocktaking is in progress, it's the end of my financial year, the scripts have to be sorted, the bills paid, staff tax returns to be made, etc, etc. Builders are completing work, and one of the girls is off on one of her four weeks holiday. Guess what I'll be doing during Saturday lunchtime and on Sunday morning? Seems to me we have a fair claim for the Sunday "urgent" rate.

Advert et seq

We've all read the grand news of the beginning of our NPA advertising campaign. It looks good, so I shall ignore the gnawing little doubts I feel about the completeness of my universal knowledge of all the possible interactions of all known drugs, in the highly individual bodies of the idiosyncracies who may call for my help and advice. Bit scary when you reach my age and have to come out of the wood and expose yourself. This will be no flash in the pharm, but has to be the pattern of our future life.

All of a sudden I can see why there is a most pressing desire among pharmacists to get their new labellers. You've got to believe me, it has nothing to do with the ruling from the moribund group known as the "Society." It's got nothing to do with the need for clear labelling, or speed, which any of us can achieve in a matter of a week or two with any old typewriter. It is the recognition that few of us can say, hand on heart, that we have it all at our fingertips without acknowledging the need to use the references.

All right, we *are* competent. We know what we know and look up the rest if challenged — but it takes time and until now we have been able to lurk behind the doctors' instructions or the patients' own knowledge of the effects of what he was taking.

For the first time in years (ever?) we are now setting out to gain an identity, and if my observations are not wildly wide of the mark, pharmacists have intuitively understood the needs of the situation.

I had it all wrong in doing my mini-survey of the labellers when I concentrated on the mechanistic details and shortfalls of the computer systems. No-one with any sense would dream of spending £1,500 on a typewriter, yet we see sensible sober-sided specimens seriously suggesting we spend that sum. And being listened to.

Why? I'll tell you. What we are looking for is the built-in *warnings* of drug reactions. That's what it is about, and if you are buying, insist on a print-out of all the drugs in the menu showing the warnings which will come with them. You will still have to check the system is faster than hand-typing, but the rest doesn't matter. Oh, and if you can't afford to buy, don't worry . . . keep the best printout.

It is truly ironic that the advance I know pharmacy is about to make, will come in train from an action initiated by what is essentially a business aid society for retail pharmacies. It's all wrong really, like the Building Society offering God a loan to build a new heaven.

Basic practice

I liked John Davies' letter last week — in contrast to his previous offering, because he has moved from laments into a positive creative suggestion to aid the development of rural pharmacies. What a splendid idea is the building up of a register of possible sites for new pharmacies. Of course we all know this should be the job of our Society, but you can't expect everything for our pitiful little fee can you?

Assuming the proposals for an increased basic practice allowance do become reality, I would genuinely like to see an article by John Davies or the RPA, with a form of balance sheet showing clearly the projected returns to anyone who decides to open in such an area. I know it could be misleading, but as a guide to others it might be possible to ask pharmacists who have opened in new areas to let us see, say, the weekly takings etc in tabular form. And the numbers of scripts for the same initial year? From this it should be possible to calculate the effect of a new RPA.

The fact is we have to make enough money for a reasonable living as well as enjoying the pleasures of fresh rural air. With Clothier nearly a fact, such figures would be an invaluable aid in encouraging the establishment of pharmacies in areas currently dominated by doctor dispensing, but which with populations rising to 3,000-4,000 should have a full pharmaceutical service.

Coty relaunch Complice with TV support

Rigease are to relaunch Complice, last available in 1973, through a limited consultant distribution.

Created in 1934 by Francois Coty it was found to be far too expensive in 1973, with a price equivalent to that of Opium.

"Coty fragrances are positioned mid-market," says Roger Whitehead, sales director. "It would be a mistake if we went up market. This in fact is what was wrong with the Rubinstein arrangement.

"The marriage looked great on paper. Coty were strong in fragrances — an area where Rubinstein were weak. They discontinued the cosmetic and skincare ranges which was probably the right thing to do, but they then ignored LAimant and the other fragrances.

"Basically they were using the Coty distribution to get Rubinstein into the chemists who soon lost heart when they saw Coty was getting no backing. In the end, if Rubinstein could not get into the Coty accounts, they closed them.

"When we purchased Coty in November 1980 we inherited 1,000 accounts, and have since doubled this.

Trade prices halved

For April, Lastonet have halved the trade prices of Spanflex stockings and tights to £1.76 and £2.25 respectively. Copies of Lastonet's free booklet on leg care will be supplied for chemists to distribute to customers. *Lastonet Ltd, Carn Brea, Redruth, Cornwall.*

Marigold on TV

Following the test success of the commercial for Marigold housegloves, the campaign will now be extended.

The 30-second commercial will run from mid-April in Tyne Tees, Yorkshire, London, Southern, Midlands and Anglia. *LRC Products Ltd, North Circular Road, London E4 8QA.*

Odor Eaters support

Consumer and trade offers are being run on Combe International's Odor Eaters. There will be 10 per cent bonuses for the trade on the whole of the range, with extra bonuses for those stocking the display



"Our range is limited and is supported by strong promotional activity. We must be the chemist's greatest friend. LAimant is brandleader in both units and sterling through chemists outlets, and is the number three brand (units) in the UK behind Youth Dew and Charlie both of which rely on department store distribution."

The latest addition, Complice, comes in a 25g and a 50g eau de toilette atomiseur (£4.50 and £6.50), a 100g talc (£2.25) and a 200ml bath foam (£3.50). A 15g trial size eau de toilette atomiseur is available (£1.95). Merchandisers and POS material will be available.

Television and women's Press advertising will support both Complice, through to October, and LAimant, from September to November. An £850,000 spend has been allocated for the two fragrances in 1983 — £400,000 of this will support Complice. *Rigease Ltd, PO Box 27, Brentford, Middx TW8 9DW.*

unit. Consumers are offered a free pair of deluxe brown odor eaters with every purchase of any two of standard or super tuff.

The whole range of Odor Eaters will be advertised in the national newspapers and the sports Press until the Autumn, in a spend of £150,000. An extra £100,000 will support the product in a television campaign in the London area during June and July. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

Non-spill packs and new cartons for Eucryl toothpowder (£0.60 rsp), will be introduced at the beginning of April and will head a promotional campaign. The cartons are designed to give maximum on-shelf impact and will be supported by POS material. LRC Products Ltd, North Circular Road, London EC4 8QA.



Debenhams pull out of toiletries

Competition from multiple chemists has prompted Debenhams to withdraw toiletry sales from their shopfloor.

"Our move out of this area should be complete by the end of this year," a spokesman for the company told *Marketing Week*. Self-selection cosmetics will replace the toiletries, and will include low to middle priced brands such as Miners, Rimmel and Mary Quant. "This is part of the evaluation the group has been conducting in the past two years," the spokesman said.

Nestlé gel

Bellair Cosmetics have launched a clear styling gel under the Nestle trade name (200ml jar, £0.99). *Bellair Cosmetics, New Road, Winsford, Cheshire CW7 2NX.*

Dixel distribution

British Tissues have appointed Chemist Brokers Ltd to handle Dixel sales and distribution in chemist outlets. They believe this will "improve the overall service and merchandising to the independent chemist and discount drug store sectors". *British Tissues Ltd, 101 Whitby Road, Slough, Berks SL1 3DT.*

Dendron appointments

Dendron are now distributors for both Loctite and Cantamega — a new multi-vitamin and mineral capsule manufactured by Cantassium Ltd (30 tablets, £2.85). *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

Free Wella shampoo

Wella are currently offering a free 125ml Colour Confidence treatment shampoo for coloured / lightened hair with each pack of shampoo-in conditioning hair colour. *Wella Great Britain, Wella Road, Basingstoke, Hants.*

Anne French support

Ann French skincare products are to feature in a women's Press campaign from April to October. *International Chemical Co Ltd, Chenies Street, London.*

'Simplified' battery range from Saft

Saft Consumer Products Ltd are to launch a "simplified" battery range in London and the South East with the promise of higher profit margins for the trade.

The batteries will initially be available in the Thames and TV South regions but the company intends to gradually roll out the range into other television regions.

Traditionally, they say, the UK battery and torch market, worth £101m at msp, has been dominated for years by one brand offering five different grades and systems of popular round cells, with additional variants. This leaves the trade heavily stocked and the buying public confused, say Saft, who are offering three battery grades on the "good", "better" and "best" principle. Each is represented by a different chemical system.

There are six zinc carbon batteries for general use such as radios, torches and calculators (£0.16½-£1.99); five alkaline manganese batteries which Saft say are best suited for use in heavy current equipment or where the battery is in continuous use (£0.43½-£1.65); and four rechargeable nickel cadmium batteries for heavy use (£1.60-£4.99).

The three Saft Mazda ranges are colour coded and presented on matching blister cards. To complement the batteries, there is also a range of six pocket and hand torches together with handlamps (£0.99-£9.75) presented on slide blister cards. Television support will run in London and the South-East with a campaign commencing mid-May. POS material and dispensers are available. *Saft Consumer Products Ltd, Station Road, Hampton, Middlesex.*



£1½m support for Ilfocolor films

The launch of Ilfocolor 100 at the end of March completed the first phase of the company's re-entry into the UK colour market. The medium speed film is available as 135-24 (£1.84), 135-36 (£2.35) and 110-24 (£1.76).

The medium speed film will feature in a £500,000 poster campaign (48 sheet size) covering 1,200 sites commencing in May to be followed by another series in July. Ilfocolor 400 print film introduced last January (135-24, £2.43 and 135-36, £3.09) and Ilfochrome 100 reversal film launched last October (135-20, £2.54 and 135-36, £3.65, processing not included), are covered by the poster advertising. Advertising in some of the specialist Press will continue.

So far Ilford colour films have been introduced to the UK and Italy only. The range may be extended to include both roll and disc film. *Ilford UK Sales, 14 Tottenham Street, London W1.*

£1m spend for Immac

Immac is being supported on television and in the Press with a total spend of around £1m.


A national television campaign, worth £350,000, will run nationally from the end of April to the end of July, with two separate commercials. Press advertisements for Immac start in April and May including full-page colour advertisements in the women's and teenage Press, and lineage advertisements in the *Sunday Times* and *Vogue*. *International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET.*

DoxatetTM

is Doxycycline

A new Doxycycline tablet from Cox Pharmaceuticals

Now available from your usual wholesaler



Presentation: Carton containing blister strip of 10 tablets. Basic NHS price £4.11 PL 1866/0011. Legal category POM. Each tablet contains Doxycycline Hydrochloride B.P. equivalent to 100mg Doxycycline base.

Cox Continental Limited, Whiddon Valley, Barnstaple, Devon EX32 8NS. Tel. 0271 75001

Chemist & Druggist 2 April 1983

DX/1/3-83

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Cheers! Beer and cider kit additions

Southampton Homebrews have introduced four new beer kits and one to make sparkling cider. The Brewmaster beer range now comprises 11 varieties.

The 16-pint sparkling cider kit retails at £3.29 and both the pale ale and mild 40-pint kits at £2.49. A 24-pint Irish-type stout kit and a 30-pint extra-strong bitter kit both sell at £2.75. These and other products in the company's range can be bought at a discount but the minimum carriage-paid order is £150. The company claims to hold nearly 40 per cent of the UK market, excluding Boots and Woolworths. *Southampton Homebrews Ltd, Brewmaker House, First Avenue, Millbrook, Southampton.*

All-purpose glove

Marigold Handyman, the all-purpose DIY glove from LRC Products, has been relaunched. The new glove gives an even greater protection from chemicals, says the company, and has an improved tensile strength of up to 50 per cent making it far more resistant to tears. Yet, says LRC, it is considerably thinner than its predecessor giving greater sensitivity and comfort. Available in four sizes — small, medium, large and extra large (£1.29), Handyman comes in outers of one dozen. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Soap opera

Roger & Gallet are launching a 50g tablet of soap (£0.75) in the sandalwood and orchid fragrances. Each soap is cellophane wrapped and comes in a decorated presentation box flashed with a "special size" corner strip. A counter-top merchandiser with a header-card bearing the Roger & Gallet crest holds up to 36 soaps, 18 of each fragrance. *Bergal Ltd, 3 Rhodes Way, Watford, Herts.*

Lots of bottle!

A "value for money" range of hot water bottles have been introduced by Jackel International. The bottles are manufactured by the Haffenden Moulding Company under the Mandelle name. The range comprises two plain

bottles (1½ litre, £1.65; 2 litre, £1.99), a 2 litre ribbed (£2.45) and nylon quilted bottle (£2.99), a velour covered bottle (£3.99) and two children's covered bottles featuring Sarah Kay and Danger Mouse (£4.49). The Mr Men range has been repackaged and there is now a range of novelty assortments comprising, among others, Micky Mouse, Donald Duck and Popeye. All bottles are available for delivery in September. *Jackel International, Kitty Brewster Estate, Blyth, Northumberland.*

Choc trio

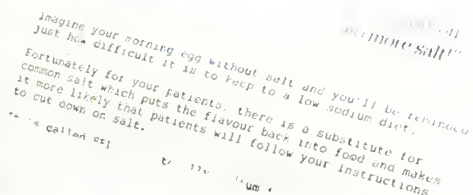
Three new bath products have been added to the Choc de Cardin fragrance range. Packed in the dark blue and electric pink Choc colour, the three products are a talc (100g, £4.50), soap in travel case (£3.25), and deodorant (£5.95). *Shulton (GB) Ltd, Alexandra Court, Wokingham, Berks.*

Watching the IPC women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines used as a basis have been divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the May editions due to appear mid-April.

Albion haircare:	W,M,Y
Elizabeth Arden Visible Difference:	M
Ashe Maws baby products:	W,M
Sucron:	M
Vitapoint:	M
Bayer Natrena:	W,M
Beechams Bovril:	M
Vykmin:	W
Yeastvite:	W
Bickiepegs:	M
Bristol Myers Glints:	Y
British Chemotheutic Nylax:	M
Brodie & Stone Jolen:	M,Y
Carnation Slender:	M,Y
Carter Wallace Arrid:	Y
Chanel:	M
Chattem Mudd:	Y
Chefaro Predictor:	Y
Chesebrough Ponds Cutex:	W,M,Y
coco butter:	W,M
cold cream:	W,M
Clarins:	M
Clinique:	M
Colgate:	W
Combe Lady Grecian:	W
Lanacane:	W,Y
Concept Helancyl:	M
Klorane:	M,Y
Crookes Hermesetas:	W,M,Y
Sweetex:	M
DDD Dentinox:	W,M
Wate-on:	Y
Jouer Jean Patou:	M
Elida Gibbs Mentadent P:	W
Pears Soap:	W,M
Fisons liquid tonic:	W
Galenco cosmetics:	M
Health & Diet B Supreme:	M
Waterfall:	M
Slymbred:	M
Head High:	M
Body Minerals:	M
ICC Anne French:	W,Y

Immac:	Y
Inecto:	W
Innox:	M
Johnson & Johnson Carefree:	W,Y
KY Jelly:	W,M
Stayfree:	W
Vespré:	Y
Lancôme:	M
GR Lane Quite Life:	W,M
Larkhall Labs Lipcote:	W,M
Estee Lauder:	M
Lilia White Lil-lets:	Y
Louis Marcell:	M,Y
Max Factor:	M
National Pharmaceutical Association:	W,M,Y
Neutrogena:	M
Nicholas Labs Almay:	Y
Feminax:	W,M
Numark Chemists:	W
L'Oreal Belle Color:	W,M
Duo-tan:	M,Y
Elseve:	Y
Velvet:	W,M
Phillips Kitzyme:	M
Plough Maybelline:	W,M,Y
Proctor & Gamble Pampers:	M
Radiol Biovital:	W,M
Reckitt & Coleman shower soap:	M
Revlon:	M
Richards & Appleby Buf Puf:	M,Y
Nailoid:	M,Y
Richardson Vicks Clearasil:	Y
Rimmel:	W,M,Y
Robins Chapstick:	Y
Seba Med:	M
Robinsons of Chesterfield:	Y
Roc:	M
Helena Rubinstein:	M
Sancella Minima:	Y
Vidal Sassoon:	W,Y
Smith & Nephew Nivea:	M,Y
Sterling Health Delrosa:	M
Tampax:	W,Y
Thompson Aquaban:	W,M,Y
Bran-slim:	W,M
Slimline:	W,M,Y
Unicliffe Limmits:	M,Y
TCP:	M
Vichy:	M
Wella:	W,M
Worth:	M,Y

[illegible]

Working with pharmacy for a healthier future

Selara is a registered trade mark. Selara contains Potassium Chloride B.P. 92.06%, Potassium Glutamate 5.79%, Glutamic Acid 11.5%, Calcium Silicate 1.00%. Further information is available from WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey, KT6 4PH. Telephone 01-399 5252.

COUNTERPOINTS

'Vintage' Unican

Unican are to expand production capacity by 50 per cent and spend £600,000 this year on advertising and promotional support for its brands in an attempt to maintain present growth rate. Sales of wine and beer kits were up 34 and 40 per cent respectively by volume last year, they say.

The campaign will break in April and continue throughout the Summer and Autumn, again spearheaded by television using the "Frenchman" commercial, which this year will be seen in 75 per cent of the country, say Unican. A major consumer promotion for beer kits will be supported by a national Press campaign and in-store wine tastings will continue. *Unican Foods Ltd, Central Trading Estate, Bath Road, Bristol BS4 3EM.*

Polyfoam addition

A new variant of Poly Foam is being launched by Warner Lambert. Poly Foam for delicate or colour treated hair (£3.15) is suitable for hair that perms easily as it is not as strong as the two existing Poly Foam variants.

Poly Foam is claimed to be brand leader with over 23 per cent of the home perm market. *Warner-Lambert Health Care, Southampton Road, Eastleigh, Hants SO5 5RY.*

Siloxyl goes to Martindale

Soliwax ear capsules (10, £0.95 retail), Siloxyl tablets (60, £3.20; 120, £5.62 retail) and Siloxyl suspension (300ml, £2.85 retail) have been acquired by Martindale Pharmaceuticals from Concept Pharmaceuticals. Packs will be changed to Martindale house style when existing stocks are exhausted. Packs of 10 Siloxyl tablets will not be available until a later date. Distributors for Martindale are *Farillon Ltd, Bryant Avenue, Gidea Park, Romford, Essex RM3 0PJ.*

Reformulation for Hymosa range

The Hymosa skin care range has been reformulated and repackaged. All four products now contain biochemic tissue salts, are animal free and are not tested on animals.

Pack sizes have been increased to 50ml



Mr J. Peris Jones, MPS, of J. & G. Peris Jones dispensing chemist is the winner of a lucky draw sponsored by Beecham Proprietary Medicines and Numark. Mr Jones won a holiday of his choice up to the value of £1,000 and has chosen to go to Hong Kong. Pictured from left to right are Mr Graeme Riddick, Beechams special accounts manager, Mr J. Peris Jones, Mr Brian Riley, Beechams area sales manager, and Mr Morris Leach of L. Rowland & Co, Wrexham

(£0.95 for all products) and 150ml (£1.95 for the cleansing milk, skin freshener and moisturising lotion, and £2.25 for the vitamin E creme)

An introductory parcel holds 4 dozen of each of the four products in both sizes, a tester unit, shelf talker, showcard and leaflets (£82.74 trade price). *New Era Laboratories Ltd, 39 Wales Farm Road, Acton, London W3 6XH.*

Waxy ways

Vychem Ltd of Poole have acquired the depilatory product Wax-a-way from LRC International. De Witt International have been appointed as distributors. *De Witt International, Seymour Road, London E10 7LX.*

Energen distribution

Energen brands are to be distributed direct from March 31. Orders already received by De Witt International will be despatched, but other orders should be sent to *RHM Foods Ltd, 10 Victoria Road, London NW10.*

Hay fever campaign by New Era

A £38,000 advertising campaign will promote New Era's Combination H tablets for hay fever this season. Starting in early May advertisements will appear in the *Daily Mail*, *Daily Express*, *Mail on Sunday* and *Sunday Express* newspapers and *Woman* and *Woman & Home* magazines.

Part of the promotion is an illustrated four-colour booklet entitled "Gardening

for the hay fever sufferer," written by gardening journalist and broadcaster, Sue Phillips. The booklet will be supported by a separate advertising campaign running in the major gardening publications, the *Sunday Express* and *Mail on Sunday*.

A special promotional deal is available through Vestric. Fifteen booklets will be given away free with every order for one dozen New Era Combination H tablets. The booklet has a cover price of £0.20. *New Era Laboratories Ltd, 39 Wales Farm Road, Acton, London W3 6XH.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

Airwick Gumption.	All areas
Anadin:	All areas
Askit powders:	Sc
Aspro Clear:	All areas
Blakey's Slymbred:	All C4 areas
Cidal soap:	Bt
Clairol Foot Spa:	WW,NE,A,U,We,B,G
Complan:	All except Ln,A,B,E,CI
Hermesetas:	Ln,Lc,Sc,So,A
Japps health salts:	Sc
Joba natural hair care:	M
Maws Wipers:	All except A,We,B,E,CI
Metamucil:	Lc,Sc,WW,U,G
Minuet bodyspray:	Lc
Oral B:	Ln,M
Paddi Cosifits:	All areas
Pond's cold cream:	Bt
Reactolite Rapide sunglasses:	All areas
Rennie indigestion tablets:	All areas
Scholl Airpillo insoles:	All except Ln
Scholl exercise sandals:	All areas
Sensodyne toothpaste:	All except CI
Seton Tubigrip:	Lc
Unichem baby products:	All except U
Zest toilet soap:	Y,NE,A

We've decided to promote Janet West



...because Janet is typical of the bright, friendly girls behind Macarthy's Personal Contact Card.

It isn't that we don't have highly sophisticated computerised systems, we do, we simply still believe that a straight-forward, really personal contact between people makes everyday business much more enjoyable – and efficient.

We've proved it.

After all, we were the pioneers of modern pharmaceutical wholesaling.

So, when you need ethicals, surgicals, galenicals etc. in any quantity, fast, you'll know exactly who to phone, because your very own personal contact's name is on your card.

Janet, or one of our many other on-the-spot ladies will take and process your orders right away, no problem – and give you any other help you need, including news of new products, special discounts and our OTC service.

Call round on one of our regular open days and say hello to your contact, in person, we promise she'll smile.

You might say that Macarthy's is big and super efficient.

But faceless it's not.



Macarthy's

Where people can still talk to people

PRESCRIPTION SPECIALITIES

Non-sedative drug for hayfever

Astemizole (Hismanal), the new long-acting histamine H1 antagonist for hayfever (last week, p529) does not readily cross the blood-brain barrier so lacks central and sedative effects. Janssen Pharmaceutical say it is too early to speculate whether the company will press for it to become a pharmacy medicine, rather than prescription only, when sufficient clinical experience has been gained.

Astemizole does not interact with central nervous system depressant drugs or alcohol and does not induce liver enzymes so no modification of oral contraceptive dosage is necessary. Its lack of anticholinergic activity means that dry mouth is not a problem. Headache and weight gain are reported side effects.

Studies suggest that astemizole binds more strongly to H1 receptors and could therefore be more effective than the non-sedative antihistamine terfenadine but no direct comparisons of clinical efficacy have been carried out.

Astemizole alleviates the symptoms of itchy eyes, sneezing and runny nose, but is not significantly effective against blocked nose or wheezing which may be due to mediators other than histamine. Peak plasma levels occur at about one hour and the drug has a prolonged elimination half-life of about 100 hours.

The tablets are marked "Janssen" on one side and "Ast/10" on the reverse, not "As/10" as stated on some data sheets.

Prempak-C tablets

Manufacturer Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT

Description Premak-C 0.625 contains 28 maroon tablets containing natural conjugated oestrogens (Premarin) 0.625mg plus 12 light brown tablets containing norgestrel 0.15mg. Prempak-C 1.25 contains 28 yellow tablets containing natural conjugated oestrogens (Premarin) 1.25mg plus 12 light brown tablets containing norgestrel 0.15mg

Indications Menopausal and postmenopausal oestrogen replacement therapy and allied disorders

Dosage Menopausal and postmenopausal replacement therapy: Premarin 0.625mg or 1.25mg daily depending on severity of symptoms. One norgestrel tablet should be taken daily from 17 to 28 of Premarin therapy. Oestrogen administration is continued without a break in therapy which may be started arbitrarily, although if the patient is menstruating regularly, it

is preferable to start on the first day of bleeding. It is recommended that patients have a complete physical and gynaecological examination before starting treatment, repeated periodically in patients on long term therapy

Contraindications, warnings etc As for Prempak

Packs Bubble pack of 28 Premarin tablets 0.625mg or 1.25mg plus 12 norgestrel tablets 0.15mg (both £3.77 trade)

Supply restrictions Prescription only
Issued April 1983

Fortunan tablets

Manufacturer M.A. Steinhard Ltd, 702 Tudor Way Estate, Abbey Road, London

Description White round tablets containing 0.5mg, 1.5mg or 20mg haloperidol. Pale green, round tablets containing 5mg haloperidol and pink round tablets containing 10mg haloperidol. One side is marked "Steinhard", with "H" above the strength in figures on the other side

Indications, Dosage, Contraindications etc As for other preparations of haloperidol

Packs 0.5mg: 50 (£1.10); 250 (£5.25); 1,000 (£22.75); 1.5mg: 50 (£1.95); 250 (£9.75); 1,000 (£42.50); 5mg: 50 (£5.65); 250 (£29.50); 1,000 (£115.20); 10mg: 50 (£10.50); 250 (£53.75); 1,000 (£195); 20mg: 50 (£18.50); 250 (£95.75), all prices trade

Supply restrictions Prescription only
Issued April 1983

Metox tablets

Manufacturer M.A. Steinhard Ltd, 702 Tudor Way Estate, Abbey Road, London

Description Small white round tablets containing metoclopramide 10mg. Marked "Steinhard" on one side and "M" above a score line with "10" below on the other

Indications As for other preparations of metoclopramide

Dosage Not recommended for children, otherwise as for other preparations of metoclopramide

Contraindications, warnings etc As for other preparations of metoclopramide

Packs 100 (£8.75 trade) and 500 (£43.75 trade)

Supply restrictions Prescription only

Issued April 1983

Uromitexan injection

Manufacturer WB Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks RG1 4YS

Description Clear glass ampoules containing clear colourless solution of mesna (sodium 2-mercapto-ethanesulphonate) 200mg in 2ml or 400mg in 4ml

Notes A sulphhydryl-containing compound excreted almost completely in the urine

Indications Prophylaxis of urothelial

toxicity in patients treated with oxazaphosphorine alkylating agents such as cyclophosphamide and ifosfamide

Dosage Normally in the range of a total of 60 per cent to 120 per cent of the simultaneously administered dose of oxazaphosphorine on a weight for weight basis, in divided doses. For details see data sheet

Contraindications, precautions etc

Urinary output should be kept at not less than 100ml per hour and a diuretic may be used if necessary. Urine should be monitored for haematuria and proteinuria throughout treatment. Mesna only counteracts the urotoxic side-effects of ifosfamide and cyclophosphamide; other side-effects of cytotoxic therapy may still be expected. Because patients receive potent cytotoxic agents concurrently the side-effects profile of mesna is hard to define.

Pharmaceutical precautions Store below 30°C; protect from light

Packs 2ml ampoules (£9.60 trade) and 4ml ampoules (£17.70 trade) in boxes of 15

Supply restrictions Prescription only
Issued April 1983

ACBS addition

Nutrauxil liquid is now available on FP10 when prescribed for the following:- short bowel syndrome; intractable malabsorption; pre-operative preparation of those who are undernourished; those with proven inflammatory bowel disease; following total gastrectomy; bowel fistulae; dysphagia and anorexia nervosa. It is not suitable as a sole source of nutrition for older children and unsuitable for all infants under one year. *Kabivitrum Ltd, Riverside Way, Uxbridge, Middlesex UB8 2YF.*

■ **Betaloc** tablets 50mg have been reduced in diameter from 9mm to 8mm. *Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR.*

■ **Nuelin SA** 175mg is available in packs of 500 tablets (£24.10 trade) in addition to the 100 size. *Riker Laboratories, Morley Street, Loughborough, Leics LE11 1EP.*

■ **DDSA Pharmaceuticals** have introduced **Vaginyl** 400mg (Metronidazole) which are round, white tablets with a break line and engraved "Vaginal 400". Available in packs of 100 (£16.80 trade). *DDSA Pharmaceuticals Ltd, 310 Old Brompton Road, London SW5 9JQ.*

■ **Spasmonal** (alverine citrate 60mg) will be available as capsules in packs of 100 (£7.15 trade), packs of 20 tablets are discontinued. Spasmonal capsules are identical to tablets in terms of active ingredient and strength. *Norgine Ltd, 116 London Road, Headington, Oxford.*

■ All **Allergen** desensitisation products will be sold and distributed by *Dome / Hollister-Stier, Strawberry Hill, Newbury, Berks RG13 1JA.* All non-Allergen products will be sold and distributed by *Miles Pharmaceuticals, Burrell Road, Haywards Heath, West Sussex RH16 1TP.*

FAT FIRST YOU DO SUCCEED...

oly Foam. The push-button perm.

By the end of its first year, Poly Foam gained a 20% market share, climbing to brand leadership!*

So, to build on this amazing success, we'll be back on TV from May 2nd, spending £700,000 nationally.

Don't forget that Poly Foam is the only alternative to old-fashioned perming

methods.

That's why we call it the perm for push-button profits.

Make sure you get



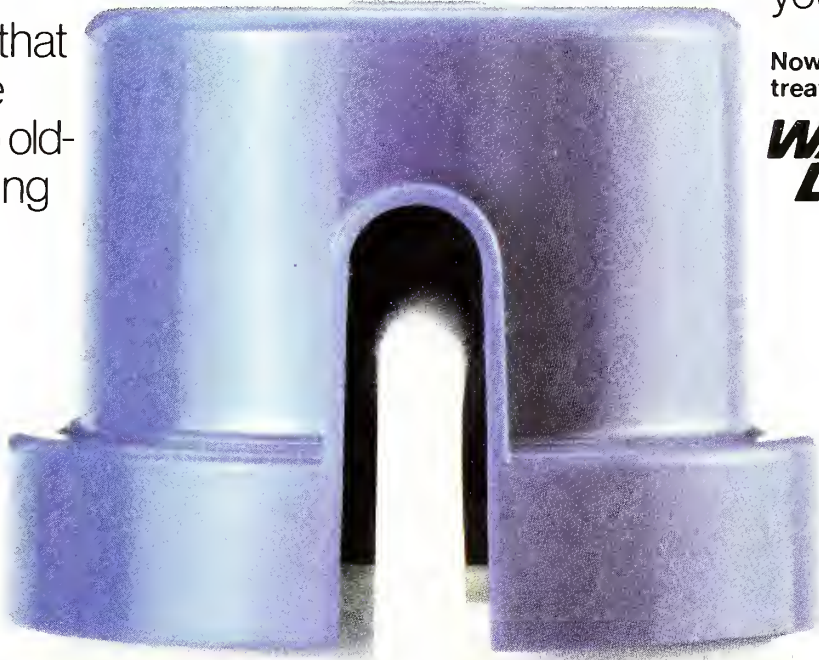
your share.

*Source: SDC

Now, new variant for colour treated and delicate hair.

**WARNER
LAMBERT**

*Trade mark R82249



POLY FOAM

Co-operation — the key to success

Wholesalers and retail pharmacists in the United States have been co-operating to fight food-trade and other competition for years. In many areas they are ahead of the UK — but not in all. In this extract from the keynote address to the Vantage convention in Paris last week, Mr R. Wakin, national vice-president (sales) for wholesalers Bergen-Brunswick, outlines some of the problems and solutions.

In the US, the types of competitors are many and varied, ranging from very large and primarily warehousing corporate drug chains to the food-drug combos, combining total retail pharmacy and total supermarket under one roof. It is not unusual to hear that health and beauty aids contribute 25-33 per cent of food store profits while generating only 18 per cent of total store sales. One can understand why they have pursued this segment of their business so aggressively — capturing 51 per cent of the total by the end of 1981. Even the most aggressive of the drug chains is alarmed at this development.

Supermarket pharmacies

From 1979 to 1981 there was a 25 per cent increase in the number of supermarket pharmacies and by the end of that period, supermarkets had captured 8.6 per cent of prescription sales volume. Today we have a continual blurring of the lines of distinction on one traditional class of trade to the next. The basic business of one has become the opportunity of the other.

Despite this competition, independents who have elected to share their managerial loads with their wholesaler, have successfully carved out a position in the market place and are prospering. The birth of the primary supplier concept took place about ten years ago, with the introduction of wholesaler developed electronic order entry systems — today, accounting for over 85 per cent of all orders received by all wholesalers.

Electronic entry cut the pharmacists order preparation time, particularly with the second and third generation of devices which had optical scanning capabilities. It eliminated his order-transmittal time by providing him with the capability of transmitting 600 line items per minute into

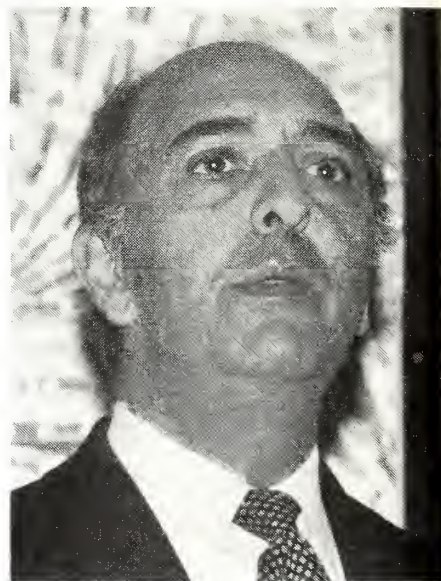
the wholesaler's computer. It assisted him to reduce his investment in inventory, while at the same time reducing his store's out-of-stock items, thereby improving sales. Additionally, electronic order entry provided him with the ability to change his retail pricing strategy on a day to day, item by item basis, through the device into the wholesaler's computer which was then reflected on his price tickets. Above all, what electronic order provided to the retailer was the ability to attend to more meaningful managerial responsibilities and to spend more time practising his profession — in patient consultations. It took about two months of use for the retail pharmacist to become comfortable with the system. Beyond that, there was no way to take it away from him.

The pharmacist began to concentrate more and more of his purchases from other wholesalers, and directs from the manufacturer, through the system. It was not uncommon to see our customers choose to increase their purchases from us two and three fold.

As a result, a new wholesaler-retailer relationship evolved. We moved from an adversary buyer-seller relationship into one of mutual synergy and the primary supplier concept was born.

Computer pitfalls

Computerised systems and inventory control are critical in the successful management of a retail pharmacy. However, these management tools must be combined with strong and exciting promotional campaigns to bring in new sales, attract more customers and create a competitive image. There are pitfalls to some of these computerised systems. One of them is to allow ourselves to believe that once these systems are installed, everything happens with automated precision. There is such a thing as over inventory control and asset management



Mr R. Wakin, national vice-president (sales) for wholesalers Bergen-Brunswick, outlines some of the problems and solutions in wholesaler and retailer co-operation

which can lead to retail promotional stagnation.

American wholesalers then developed a wide variety of in-store promotional and advertising programs which permitted the retailer to meet larger competitors on an equal basis. These include bi-weekly in-store promotional advertising kits, direct to consumer advertising mailing campaigns, newspaper advertising, manufacturer coupon redemption services, space management and space allocation systems, attention-getting point-of-purchase promotional materials and, most recently, the development and introduction of the wholesaler-retailer voluntary — unquestionably the next major development on the American retail pharmacy scene. I am particularly envious of the advances Vantage has made over the past few years — in terms of the number of retail members, it ranks as one of the largest drug retail organisations in the world. Additionally, many of its major programmes are still in the embryonic planning stages with your American counterparts.

'Good neighbours'

Our voluntary is called "good neighbour" pharmacy. Without losing the importance of his local individuality, the pharmacist gains the benefit of group identity through ambitious promotional programmes and strong exterior identification, his consumer image is enhanced beyond what a separate independent drug store can achieve.

Good neighbour pharmacy support covers all aspects of store operations.

Continued on p573

...TRY, TRY, TRY AGAIN.



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Because now, the entire range of Poly Colourants has been re-formulated, re-packaged and re-launched.

And it's backed by Poly's biggest-ever advertising campaign.

Spending a national equivalent, on TV and in the press of £850,000.

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● Big colour press campaign for Poly Color starts in May.

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Because our success depends on yours.

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GENERAL

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BRITISH MEDICAL JOURNAL

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THE LANCET

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BRITISH MEDICAL JOURNAL

Salt and blood pressure in Scot

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State control of profits and prices in France

French pharmacy may have the protection of controlled distribution, but the State controls money matters too, the president of Wholesalers Ile de France, C.I. Beretti, told the convention.

France has some 20,500 pharmacies, employing 34,000 pharmacists and with an average annual turnover of Fr2m. If turnover is above Fr1.7m, a second pharmacist must be employed, and above Fr3.5m, a third, and so on. The pharmacist must perform his functions personally and may not own more than one pharmacy — although several may group together in ownership.

About 1,000 pharmacies are sold each year, the price being around 75 per cent of the annual turnover which, together with taxes, equates roughly with annual sales. Stock averages about 10 per cent of annual sales, providing a ten-times stock turn. For pharmaceuticals, an item sold to the public at Fr100 would provide the manufacturer with about Fr56.2, the wholesaler Fr6, the pharmacy Fr31.3 and VAT Fr6.5. The gross margin is fixed at 33.4 per cent of the selling price, with wholesalers getting 9.7 per cent of the selling price to the pharmacist. This latter was reduced from 10.7 per cent in September 1982, and as the wholesalers' net profit was around 0.4 per cent, they were forced to reduce their discounts to the pharmacists.

Fear of the future

The French pharmacist is currently afraid of the future on several counts. First, his prices are not going up — only 2.5 per cent over the past year. Second, the Government is studying a project to replace percentage margins by a fixed amount, and it is feared these will not be increased sufficiently in practice. Over the years 1971-1981 pharmaceutical items increased in price by only 50.5 per cent, compared with 150 per cent for the cost of living. French prices are lower than the rest of Europe for certain items.

Pharmaceutical items represent 80 per cent of total pharmacy turnover, but the permitted 33.4 per cent margin is increased by parapharmaceutical items to provide an overall gross margin of 36.7 per cent. Employee costs represent about 15.2 per cent of turnover, and the benefit to the pharmacist (before personal taxes), 12-15 per cent.

Wholesalers provide about 90 per cent of pharmacy purchases, the remainder coming direct. Since September 1982 the

Government has fixed the maximum rebate a supplier or wholesaler can give to a retail pharmacist at 3 per cent. This rebate must be progressive according to the level of purchases and average line value. The limitation applies also to supplies from manufacturers. The rebate is only permitted if the pharmacy pays within 30 days — over that the supplier must charge interest.

Wholesaler stocks

France has about 20 wholesalers and last year two went out of business with big losses. The largest wholesaler, OCP, has 37 per cent of the market, with Ile de France second with 17 per cent. Each pharmacy receives two or three deliveries a day and the wholesaler stocks about 15,000 items, comprising 8,000 pharmaceuticals, 1,000 dietetics and 6,000 parapharmaceuticals. Other services provided include statistics, technical information, assistance with inventory and stock management, and electronic transmission of orders. The wholesaler also helps with market study at the time of pharmacy purchase.

Wholesalers are obliged to give the same service to both large and small customers — the maximum 3 per cent rebate is the only concession that can take account of business size.

Electronic ordering

Over 50 per cent of lines are ordered by electronic means and wholesalers sell the systems to pharmacy. Over the past two years some pharmacists have begun using microcomputers, and wholesalers have created a company, together with IMS, to build one specially for them. Known as Pharmex it costs about Fr150,000 for a medium-sized installation. It can produce invoices, manage stock, do the book-keeping and produce statistics etc. Some 700 systems have been installed so far.

Another problem for pharmacists is the emergence of the "mutualist" pharmacy, of which there are about 130. These are big pharmacies in which the customer does not pay directly, but the pharmacy is reimbursed directly by the Social Security. Other pharmacists have been seeking to be paid the same way and have just been successful — though they



Mr C.I. Beretti (left), president of Wholesalers Ile de France, and Mr Peter Worling (right), Vestric managing director

have a problem because of delay in payment from the Social Security.

Link grows 300pc in one year

Link order entry installations have grown from 500 to 2,000 since the Vantage convention a year ago, according to Mr Peter Worling, Vestric managing director. However, Mr Worling warned that certain other services offered to Vantage members were being under-used. "Classically, management information is under-used and under-utilised," he said.

Successful co-operation

In all other countries Vestric had studied, the successful pharmacist and the successful wholesaler were choosing co-operation as the only way ahead — in Australia more than one symbol group had been developed by Australian Pharmaceutical Industries, with several levels of commitment and different responsibilities. During the coming year, Vestric would be organising nearly £½m-worth of advertising and promotional activity for Vantage members "and this must be meaningful in the market in which we operate."

To those pharmacists who believe the only way to succeed is to have 100 per cent professional pharmacy business, Mr Worling said: "You have almost got it" (a reference to the recent Nielsen revelation of 70 per cent NHS turnover for independent pharmacies). "But," he concluded, "if you believe that future success will only come from a pharmacy which is successful in its counter sales and front shop activity, as well as in its professional approach to its customers, then you must believe in Vantage and you must believe in working together as the only way forward for the future."

US recipe for wholesaling

Strong identification which includes tailored exterior signage, window valance decor, and door decals, employee uniforms, and point of purchase, prescription label, and merchandise bag identification logos.

A comprehensive advertising programme and strategy, which includes at least bi-weekly newspaper advertising, six circulars per year, point-of-purchase materials to tie in with the advertising, merchandising kits for in store promotion between advertising, as well as radio advertising.

Space management

It also includes a total space management system which takes into consideration seasonal factors and other data to produce plan-o-grams which maximise sales by ensuring that the pharmacy has the right products in the right place at the right time.

Included with this are colourful point of purchase shelf-talkers which assist in creating a competitive image. These talkers highlight 100 of the top selling health and beauty aid items. Good neighbour private label product lines are also an important component of this package. We will also be including photo finishing, training programmes, group insurance plans and auto leasing.

The key to the success of this plan is a total commitment to it by the retailer. It will succeed, because we do have that commitment. None of the programmes in the good neighbour plan are optional. If a pharmacy has been selected — and we do select them and guarantee territorial exclusivity — it is required to participate in all programmes.

The cost of retail optical scanning check-out devices is dropping rapidly, and it will not be long before we find them within the financial reach of independent

and smaller chain drug stores. Once we are able to capture up-to-the-minute data on the actual sales of products out of the pharmacy, we will have a whole new world of possible systems opening up to us.

Shortly, we will be testing a new concept that is just beginning to be developed in the retailing areas, and that is telemarketing. This permits the consumer to sit in her home and call up on the television screen catalogues of products which she wishes to purchase. When she finds the products she wants, at the price she is willing to pay, she can transmit her order via the telephone into a central computer which in turn transmits the order to the participating retailer's in-store computer. Even payment for the products purchased can be done electronically.

These are not 21st century dreams, they are being done today and shortly we can expect that they will be a way of life for the retail pharmacy.

Presently under test is a shared business management service which is a total front-end management system including the services of a store manager for a limited number of days per month. This plan includes store personnel time scheduling, analysis of sales, productivity by product class, analysis of competitive pricing strategies, and recommended counter strategies and customised promotion planning and merchandising techniques.

'Neighbourhood' analysis

I also believe that we will soon see a service to perform marketing analyses of a pharmacy's specific trading neighbourhood in order to align the store's product mix and offering with its demographics, thereby insuring that the correct product categories are being offered for the type of consumer within the trading area.

Lastly, during the next few years, we can anticipate slower economic growth which will mean that greater emphasis on market share rather than relying on its continued expansion will be critical. The slowing of inflation will translate into a need for more real sales growth. These factors, coupled with an over saturation of

retail providers of products means that the independent community pharmacist must manage and promote his business even better than is being done today.

Jointly with his wholesaler the retail pharmacist can and will meet these new marketing challenges. Again, the greatest danger we face is a false sense of security.

Joint diabetic range from Vestric and GF

Vestric are introducing, in conjunction with G.F. Dietary Supplies, a range of pharmacy-only diabetic products; there will also be several additions to the Vantage own label range.

The convention was told that Vestric have developed the diabetic range with G.F. in the belief that pharmacists will give support to an area which can be made exclusive to pharmacy. Details released so far show a range of six full-fruit jams and orange marmalade, without added sugar or artificial colouring, flavouring or preservative.

Mentioning the range in a paper on the dietetics opportunity for pharmacists, Mr R. Ward, chairman of G.F. Supplies, estimated that if the new British Diabetic Association guidelines for a code of practice are accepted by the Ministry of Agriculture, Fisheries and Food, then some 60 per cent of currently available diabetic foods will disappear from the market (see also p586).

Mr Peter Worling told the convention that there are opportunities for more growth in own-label products — currently about a third of Vantage members are making "real progress" with them, but others are missing out on their own "dedicated" range. The product additions announced are: press-on towels (three sizes, in 10s), mini pads, panty liners, shampoo (400ml in normal, greasy, dry and medicated), conditioner (200ml in normal/dry and normal/greasy), antidandruff shampoo, sterilising solution and bleach. ■



Delegates at the Vantage convention listen attentively to one of the speakers



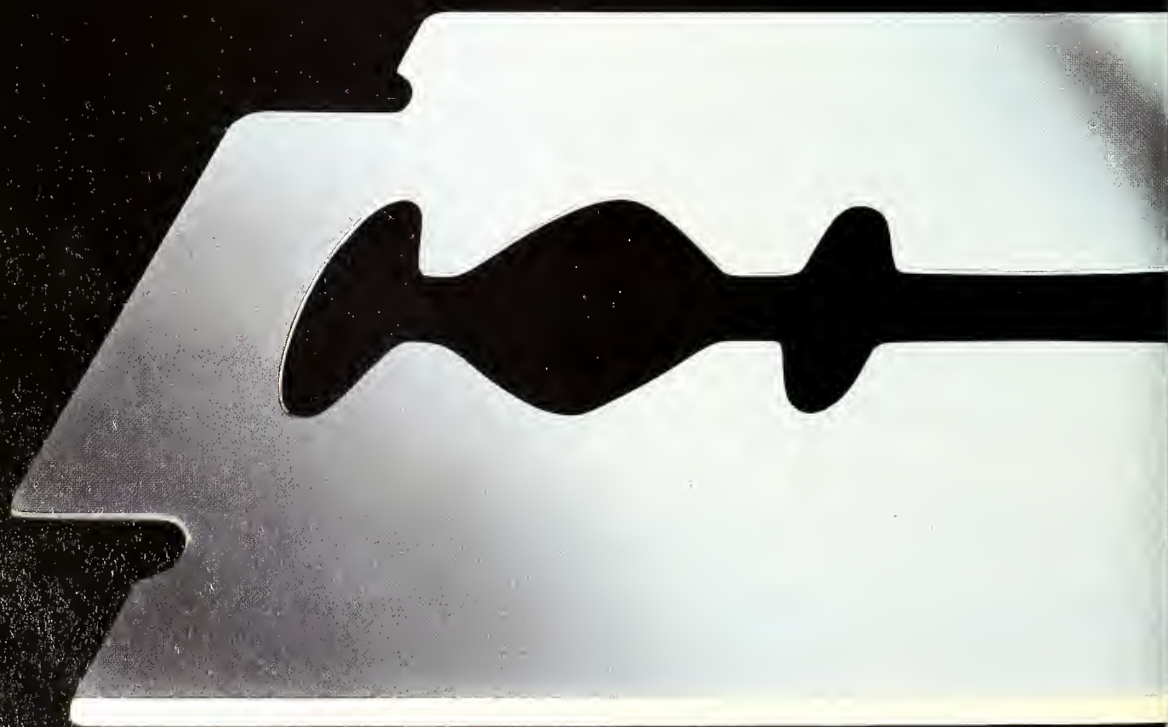
Name

Remove the name from the world's finest
blade, and it would still be unmistakably ours.

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out, continually give us the edge over the rest.
The keenest blades. The closest shaves.

Our advertising has underlined our
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Research has proved it to be the most





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memorable and believable in the field of shaving. So you won't be surprised to hear that we're about to spend a further two million pounds on advertising in the next 12 months.

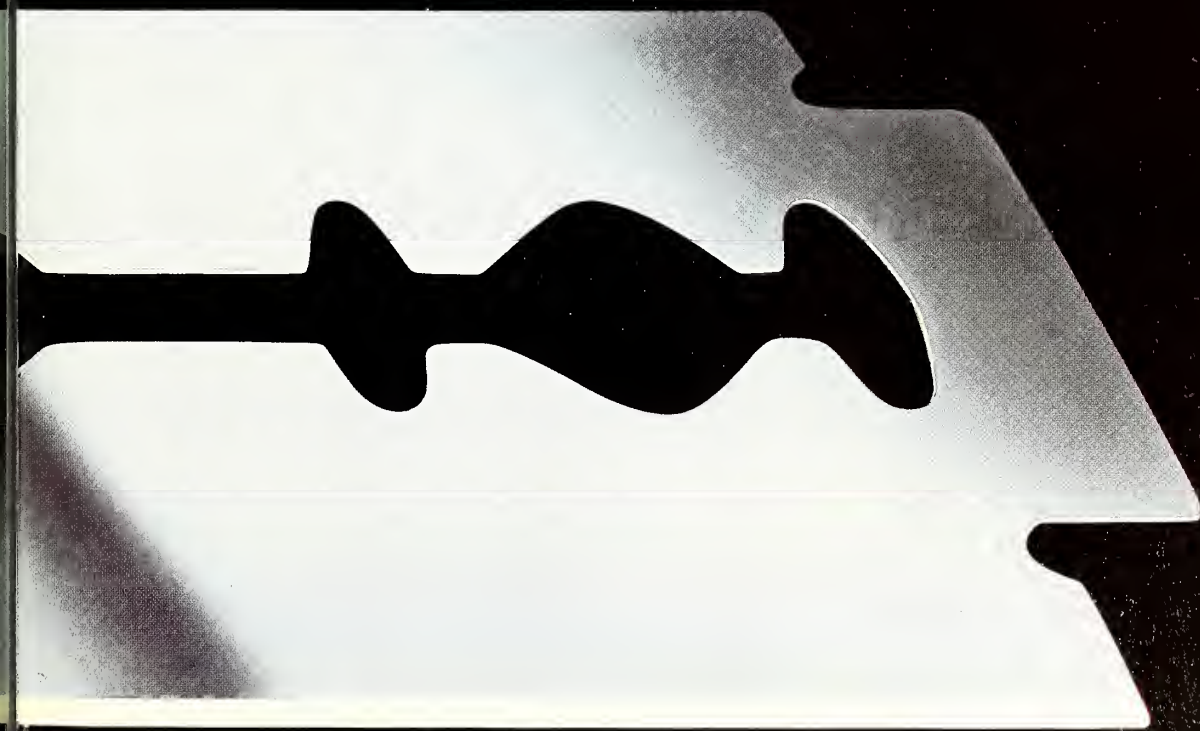
Even though over 70% of the double edged market still resides with just one name.

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Mail order D&P wanes as disc spins off

High Street retailers have eaten further into the mail order houses' share of the D&P market which is now down to 40-44 per cent, well below their 1980-81 peak of 55 per cent. And disc has surprised everyone, by taking a 25-30 per cent slice of the processor's pie immediately after Christmas, before settling back to around 10 per cent at the moment.

The £210m Britain's sharpshooters spent on D&P last year represented an average of four films for each camera in use. Led by chemists, who have traditionally offered film processing to their customers, retailers are promoting the benefits of OTC service and are steadily reclaiming their share of the market after a strong challenge by the mail order houses.

By offering this personal service coupled with keener prices and imaginative promotions, the retailer is back in contention. Indeed, Regency Film Services sales operations director, Ernie Gilburd says "...I fully expect it to fall further. We are witnessing a major redistribution of mail order business such that certain companies are doing very much better than others. Some mail order processing laboratories are trying to move into retail business in a last attempt to save an ailing business."

'Improve display'

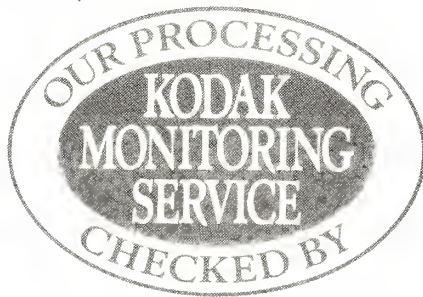
Stan Adams, managing director of Colourcare, believes 10 per cent of a chemist's turnover should be from photographic business, and says they cannot afford to relax their efforts to persuade customers to bring in their exposed films. "Retailers and processors can co-operate to work out the best service times and prices. However, many chemists could dramatically increase their D&P business simply by improving display.

"Just take a look outside your pharmacy. If it's not immediately obvious you are a D&P dealer, then you can be sure that customers will be passing you by," Mr Adams says.

Satisfactory quality control of processing has always been necessary to ensure the customer gets the print his photographic expertise (or lack of it) merits. And the retailer can personally follow through any legitimate complaints with the processor or, at any rate, advise

the customer on how to get better results.

This year Kodak are topping up their "Smile. It's on Kodak paper" message with an advertising campaign stressing the assurance of quality they say is afforded by laboratories and dealers that can feature the Kodak Monitoring Service logo. Labs using Kodak paper and chemicals can have the weekly quality checks on their performance linked to an advisory service.



During 1983 Kodak will be publicising this scheme to the consumer by spending their biggest budget ever promoting D&P on Kodak paper on television, Press advertising, POS material and public relations. Retailers whose suppliers of photoprocessing are eligible are being encouraged to display the distinctive KMS symbol on windows and in-store. This symbol will be accepted as a seal of reassurance and expertise by consumers when choosing where to leave their films for processing, Kodak say.

Summer surge

Processors are preparing for the Summer surge of business in a variety of ways. UPL/Napcolour, who merged in January 1982, say they will announce a new company name and logo together with a programme of consumer promotions at the end of this month. Trading as Colourcare, they say they have maintained their position as a number "2" in the business. They recently extended their network with the acquisition of Tynecolour Ltd who cover

of an area from S. Scotland, across into Cumbria and down into E. Anglia. "We have the capacity to expand our operations in the North and to improve the service to existing customers by reducing delivery distances," says Stan Adams.

Looking further North, Scottish Colorfoto are offering customers a £25 voucher with every film processed. These vouchers can be used against holidays booked through any ABTA-affiliated travel tour operator before March 31, 1984.

The company has invested in one million vouchers and says this is the biggest consumer promotion of its kind. Savings on ABTA holidays are £7.50 or £10 per £100 of the basic price, with up to £25 per £100 off cruises. General advertising support can be backed up by Colorfoto POS material and "tailor-made" advertisements for use by individual chemists or groups.

Joint managing director Stewart McLean says the recent massive investment in new processing equipment, the new "luxury" size prints on glossy paper and the voucher scheme are already producing results, the company says.

Regency have also invested in new equipment to back up the £300,000 worth of disc processing plant introduced last year. Their £60,000 paper processor has four tracks operating at 16m per minute.

This summer they expect to process 15-16,000 films per day, 80 per cent from High Street chemists and the rest from photographic and general retail stores. Commenting on the progress of disc, Mr Gilburd says; "At Christmas, following the launch of disc film and cameras, disc film accounted for 25 per cent of films being processed through Regency. We now recognise this as a 'false peak' and the proportion has now dropped to a more realistic 10 per cent, which itself exceeds our initial expectations. I expect this to increase to 12-13 per cent by the Summer."

Colourcare can process disc in their Tynecolour laboratory only, at present, but expect to equip all their laboratories to do so by mid-year. "In the first few weeks of the year around 30 per cent of all films we processed were disc," says Stan Adams. The company believes that consumer enthusiasm for disc will continue, and that, on average, this format will account for 8-10 per cent of all processing work.

Kodak say 97 per cent of disc prints in the UK market are saleable compared with 90 per cent for conventional film and camera systems. Their message is that a high volume of saleable prints mean better profits as well as less complaints and queries to the retailer.

Joining a group — the 'high' road to success

The trading position in the industry at present is said to be either "diabolical" or just "very difficult". Nevertheless, the belief is that for a leisure market like photography, some growth can be predicted although competition from video and home computers will step up. *C&D* looks at the voluntary trading groups to see what they have to offer the chemist, and Sangers' Image group in particular.

There are three voluntary trading groups serving the photographic retailer at present — Sangers' Image, Spectrum and Photomarkets. They have around 220, 190 and 90 members respectively with relatively few chemists among them, less than 10 per cent overall.

Of these groups, Image would claim to be both the largest and fastest growing, having just taken over the entire stock of another voluntary trader, and around 50 of their customers, when Fotovalue ceased trading in February.

Sangers also act as a traditional photographic wholesaler serving some 2,000 outlets with 6-7,000 lines and have expanded this service recently too: they took over Jonathan Fallowfield last November. The acquisition of Fallowfield introduced additional brand names to Sangers' range. Their Leeds warehouse gives Sangers a Northern base.

Annual sales for the new group are expected to be around £20m, a 30 per cent increase. Managing director Frank Hatton says Sangers Photographic should make a significant profit contribution to the group this year.

Positive commitment

Voluntary trading groups require a positive commitment from both supplier and trader that makes them unsuitable for either the small or squeamish retailer. For instance, Image dealers pay Sangers a marketing fee of around £500 per annum and must guarantee the purchase of £25,000 of photographic products a year (or the fee doubles). In return the dealer can get special prices on the products in the company's list — it has a weekly update service — and buy the items on the monthly Image promotion. These are advertised in the specialist photographic Press and come with full POS material, window display stickers and kit. The promotions contain readily available products at keen prices as well as lines

exclusive to Image that have an extra margin for the dealer built into the price.

Image director Terry Norris sends out a weekly bulletin which details services and includes Press cuttings of topical photographic items from a variety of sources. Image have negotiated special rates for their dealers with Securicor, a firm of shopfitters, Hallons of Harlow who print labels and POS material, and Byas Mosely and Phoenix Assurance companies.

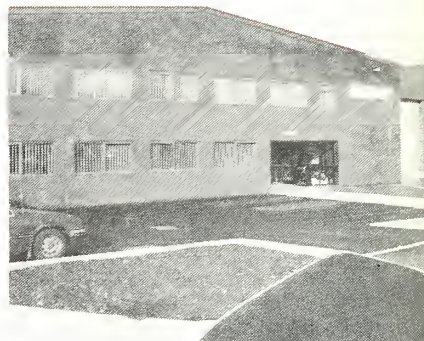
In the future Mr Norris expects Image to be able to offer business management, staff training and merchandising courses in association with other companies and an employment legislation service. Last year they ran a three-day residential course in conjunction with Kodak at their management education centre.

Image are to hold another series of regional meetings this Spring in a dozen centres when they will outline the current trading situation and their forward planning.

Mr Norris says that voluntary trading groups will only work if both parties give a little. "If the independent dealer is to fight the multiple successfully and grow, he will only do so by combining the best of his individual strengths with those of a wholesaling organisation. Chemists should seriously consider photography as an expansion area. Margins are not what they used to be but there is some reason to believe they will improve," he says.

Because of the recession, margins have had to be cut an average 20 per cent. Lines exclusive to a VTO wholesaler carry a significant mark up, while photographic hardware in general, has to be keenly priced. The devaluation of sterling against the Japanese yen has meant that, in recent weeks, hardware prices have gone up 10 and 15 per cent.

Sangers suggest retail prices for the products in their lists and have to be "extraordinarily careful" to protect dealers' gross margin. "There can be no further erosion of their gross profit," says



The 'outs' and 'ins' of Sangers' 30,000 sq ft warehouse near Birmingham



Mr Norris.

The monthly Image promotions are designed to create traffic flow so that a dealer can add-on sales of other, perhaps more profitable lines. Mr Norris says Image members must carry all items in the monthly advertised promotion at the advertised price or take the products off the shelf. [A Numark member has recently been found with a product in their monthly advertised product range on sale at more than the advertised price. The Advertising Standards Authority said their guidelines had been broken (*C&D*, February 19, p310).]

Mr Norris' message for chemists who want to progress beyond selling cameras for "first-time buyers", films and D&P is "don't" unless they are prepared to make a significant investment, both in stock and in properly trained, well motivated staff. A turnover of around £50,000 pa is likely to separate the totally committed from the flash-in-the-pan dealers.

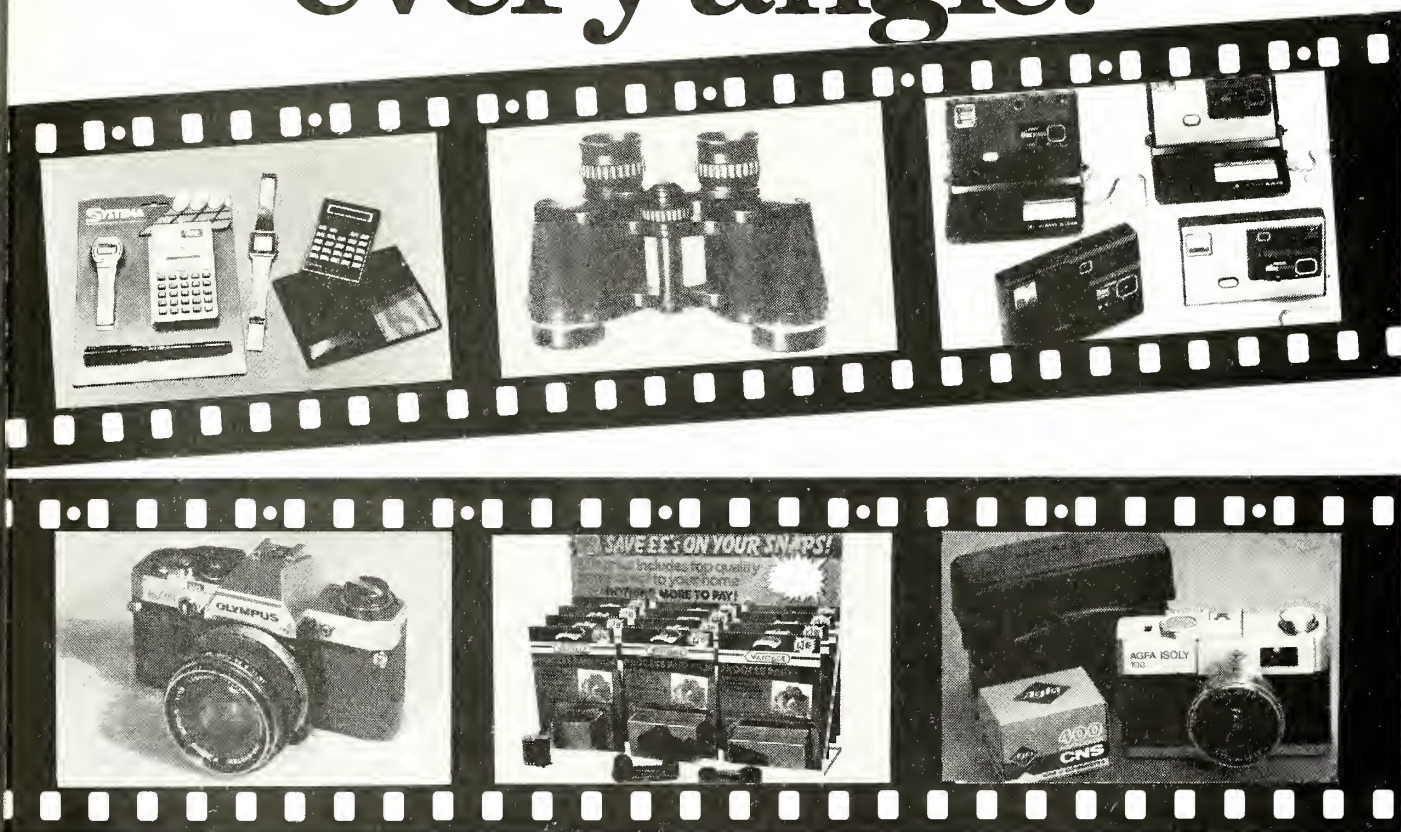
Spotlight on Spectrum

Spectrum have slightly fewer dealers than Image and members pay rather more for the package. A marketing fee of around £60 per week is reduced by a rebate at the end of the year, based on the level of purchases made.

Managing director Alan Warren says Spectrum offer a comprehensive range but specialise in a list of exclusive products that carry a high margin for members such as Bell & Howell, Braun Novamat and Mamiya SLRs and

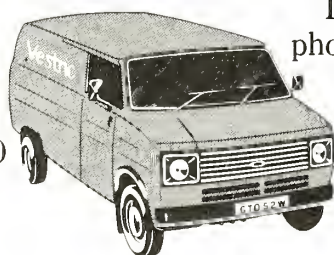
Continued on p580

Vestric Gives you a better service from every angle.



From cameras to films, from projectors to screens, from tripods to gadget bags, from developing tanks to chemicals, from printing paper to albums, from viewers to slide boxes, from cine reels to lamps, from flashguns to batteries, from photo frames to transparency holders, from flashbulbs to flashbars, from audio and video cassettes to watches, we stock almost everything you will need in photographic and allied products.

We will supply any of these products quickly and efficiently with regular deliveries from our 30 branches throughout the country.



Look out for monthly promotional offers and special discounts in our Product News.

We can also offer Vantage Process Paid Film — a complete pre-paid film and processing service at the most competitive price on the market. Another addition to our line-up will be the full range of Kodak Disc cameras and films available soon at special prices.

If you would like more information on any of our photographic services, contact your nearest Vestric branch.

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How to fix prints on 'ceramics'

Pharmacists with space to spare, cash to invest and a plethora of customers with photographic prints that make their eyes glaze over with delight, could fix that image permanently for them onto a variety of ceramic ware as a memento. The production of personalised gifts from photographs is the business of Ceramic Glazing Ltd. They manufacture ultra-violet light glazing equipment and supply a complete marketing package that includes the curing machinery, cutters, ceramic ware, glazes, spray adhesive and tapes, POS material, operator training and back-up service.

All in a glaze

Their process fixes prints on any photographic paper to almost any hard surface, the company says, such as ceramics, glass, china, steel and plastic.

A picture is cut to the diameter required with an automatic cutter then fixed to the surface of the product using either double-sided tape or special spray adhesive. Glazing fluid is then brushed round the edges of the photograph to seal it and this glaze "cured" in the UV machine. A measured quantity of glaze is then poured over the whole surface and then cured in the machine again — this



Their face could be your fortune

takes only a few seconds.

Ceramic Glazing can supply a variety of ware for use this way according to the size of the photograph and the type of ornament required by the customer, eg plates, bells, beakers, money and trinket boxes etc. They say a photograph can be cut and glazed onto a 6in plate for just over 70p (cost of plate, materials, energy and labour but excluding depreciation on equipment) and be sold for £4.50.

The basic curing machine costs £595 trade, the hand-operated automatic photo cutter for circular products £65 (electric £150); a second cutter for other products (£25) is used in conjunction with profile plates (£19). A machine stand (£68), adhesive tape dispenser (£12), glaze dispenser (£2.20) and spare knives complete the hardware. The glaze costs £35 per kilogram and adhesive tape £18 for a 50m roll. A wide variety of ware for glazing is available, carriage paid over £100 net, from *Ceramic Glazing Ltd, 92 High Street, Henley-in-Arden, Solihull, West Midlands (tel 05642 3816)*.

Focus on VTOs...

compacts for instance. Unlike Image Spectrum do not have specific promotional cycles but do advertise the range. Mr Warren says around £750,000 was spent above and below the line in 1982, with the national, local and photographic Press used. However, Spectrum will only contribute to a dealer's own advertising if the products featured are exclusive to the group.

Chemists involved with Spectrum are very few (less than ten featured, and not a sector Mr Warren thinks likely to provide many new recruits. He says Spectrum have to fight members off, not recruit them, as they wish to limit numbers to protect the interests of existing members. As for last year, Mr Warren says it was "diabolical" and one of the worst in his 31 years in the business.

... and a marketing group

Photomarkets managing director, Mr Barry Young, doesn't like the term buying group or even voluntary group. "Photomarkets is a marketing and selling group dealing with retailers like ourselves," he says.

The group deals with around 90 outlets, 16 of which are Photomarkets's own shops and 12 of which are chemists. Mr Young believes that running their own shops gives them an edge over the competition because in them, they can experiment, have an insight into retail problems, and sell off any lines that are sticking in the group.

Photomarkets charge members a £60-a-week marketing fee, some of which is rebated against purchases. The group specialises in exclusive deals on major brands (eg not own ranges) that they then advertise. The group has an invoice-and-price labels-with-goods, telephone order system and no minimum turnover requirement. Only advertised prices must be adhered to, with certain lines giving an opportunity for greater-than-normal mark-up. There is no co-operative advertising.

Although margins are under pressure, Mr Young believes the better and more professional retailers are still doing good business. He says they expect to launch a Leisurebase group, selling computers and electronic products to existing outlets to create "bolt-on" business: the products will not be sold to other specialists. Mr Young says he restricts the number of outlets to maximise their sales (purchases run at an average £40,000 pa).

The groups do seem to offer a way forward for a few chemists. But the few, while not exactly chosen, will be above average in the commitment they are able to give to photography by virtue of their catchment area, size and available cash. ■

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Tudor
PHOTOGRAPHIC GROUP LTD.

Carnival of colour to back Kodak this Summer

Kodak's colour carnival this Summer will boost film, disc and instant cameras in a campaign, which they say is "bigger than ever". Both film and disc cameras will be supported by separate 40-second commercials beginning in May.

Promotion of film includes posters on hoardings, bus shelters and at football and cricket grounds where games are televised, as well as advertisements in colour supplements and a consumer competition. The television commercial for film features a family album with pop-up prints that "come alive", while that for disc stars Peter Bowles. National Press advertising for disc will reach 75 per cent of the population, they say.

Consumers can get money-off twin-packs of Kodacolor II 110 and 126 films as well as on tri-packs of super 8 Kodachrome 40 cine film. A free book entitled "Better 35mm pictures" is available with certain twin-packs of Kodak's range of colour print and slide films together with conditional processing vouchers on the print packs worth £0.40.

Dealers can get extended credit and discounts of film and cameras if Kodak's terms are satisfied. Free cases come with certain disc deals as well as promotional allowances on film to finance either staff incentives or local advertising.

Kodak are offering a nationally advertised cash-back rebate to anyone buying a Kodamatic instant camera during June and July — £3 on the 930 and £5 on the 950, 970L or 980L cameras. A stamped and signed leaflet together with a cash receipt as proof of purchase must be sent to Kodak by August 26 to claim a refund. In addition a book of vouchers, offering savings on a range of barbecue items, is included with each camera.

Faster film

Kodak's VR1000 film is launched next week in 24 and 30 exposure 35mm packs (£2.09 and £2.88) and is for exposure by daylight, electronic and blue flash.

The film has "T" grains of silver halide and will, say Kodak, allow photographers greater freedom to take pictures under low-light conditions while offering a choice of higher shutter speeds for stopping action and greater latitude while using tele-photo lenses. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*



Peter Bowles — 'the tops for discs'

Keystone's disc

Keystone's first disc camera will retail at around £30 and be available in "limited" quantities in April. From late May onwards the stock position should be healthy, they say.

The 1050 has a built-in electronic flash and a close-up lens in addition to the main, all glass f/2.8 lens. Keystone expect to announce other disc models shortly.



For people who find difficulty in loading 35mm film, the Keystone 35mm auto-everflash camera (3580, srp £40) has a loading system said to be as easy-to-use as cartridge loading. A signal confirms a film has been correctly loaded and a motor drive advances the film automatically. *Keystone Camera (UK) Ltd, King Street, Enderby, Leicester.*

Halina's £1¼m boost

A £250,000 national Press advertising budget for Halina cameras and binoculars has been announced by sole distributors Silber. It begins this weekend with half-page solus spots for the 208 disc camera..

Continuing through until July, the consumer-directed advertisements will feature Halina disc, 35mm, 110 and cine cameras and binoculars with the theme "Halina — more for your money." Support will include dealer incentive schemes and new POS material. *J. J. Silber Ltd, Engineers Way, Wembley, Middlesex.*

'Substantial' campaign for Fuji film

Fujimex say they will be spending a "substantial" sum of money this Summer on a new advertising campaign to back their film.

In February they announced a high resolution film with a better grain and sharper, more vivid colour to be available in 35mm format in early Summer: 100 and 400 ASA film HR will follow together with a 200 ASA HR disc film.

Hanimex will add to their range of disc cameras this year and introduce a new series of lense and dedicated flashguns, they say. *Fujimex, Hanimex House, Dorcan, Swindon SN3 5HW.*

Vestric cut process paid film price

Vestric are to reduce the retail price of their Vantage process-paid films to £2.89. For 24-exposure 35mm, 110 or 126 process-paid films, this is the most competitive on the market, they believe.

The company says it is anxious that pharmacists do not miss out on the opportunity to capitalise on this market as many supermarkets and chain stores are doing just that.

The availability of process-paid through pharmacy outlets is also seen by Vestric as an opportunity for pharmacy to make inroads into the large direct-mail share of D&P business. The Vantage films are supplied by Photoplus, who also process them. Vestric say they demand exceptional quality as well as quick return of prints to customers.

Vantage process-paid films were introduced in March 1982 and are available from all branches *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Spot the difference' with Agfa

As part of this year's promotion of their colour negative films, Agfa-Gevaert have organised a national competition with over £30,000 in prizes for consumers and the trade.

They are boosting Agfacolor 100 print film by offering over 2,300 prizes in a "Spot the difference" competition for consumers, including 12 two-week cruises-for-two to the Canary Islands.

In addition, there are six of these cruises for the trade. Every order for Agfacolor 100 placed by dealers before April 15, will go into a draw for the three winners. There are incentive discounts on the film and POS aids include a dispenser for 42 films, a banner, a door sticker and a shop sign.

Entry forms at POS and national Press advertisements will promote the film and the competition. Each entrant must send two '100' film cartons with their form and will receive a free 40-page booklet, "The Agfa Guide to Better Pictures". The competition closes on October 1.

Users of Agrachrome CT 35mm slide film this Summer will, between May 1 and August 31, collect vouchers towards a free 20-exposure film. Any four vouchers collected from films processed in that period qualify. The offer will be promoted at POS and by window stickers.

Agfa-processed slides are now dated and numbered and returned in the usual slim-line box which is hermetically sealed in a laminated plastic material for safer transit. Advertising will be in enthusiasts' and general interest Press during June, July, August and September.

Super 8 moviechrome film is available in packs of four as valupacks and contain a free 200ft cine projection spool. An on-pack voucher for £10 can save the consumer part of the cost of video transfer of 200ft of movie film onto an Agfa video cassette.

Agfa will pay dealers up to £300 on a 50-50 basis to advertise any of these promotions locally. *Agfa-Gevaert Ltd, 7 Great West Road, Brentford, Middlesex TW6 9AX.*

Polaroid's 'special moments'

A campaign for Spring and Summer from Polaroid aims to boost their range with the slogan 'Polaroid makes the moment special' in a new series of television commercials featuring James Garner. Pictured is the Onestep 600 (srp £20) just launched along with the Sun 600 (srp £30), both featuring Polaroid's new camera packaging. Money-off-next-purchase vouchers are currently on SX-70 film packs and are valid until September. This promotion is supported by local dealer advertisements and POS material.

The new budget-priced cameras feature infra-red light sensing systems for improved flash pictures; the 600 has a built-in electronic flash that automatically blends ambient and flash light while the Onestep uses a flash array. Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR



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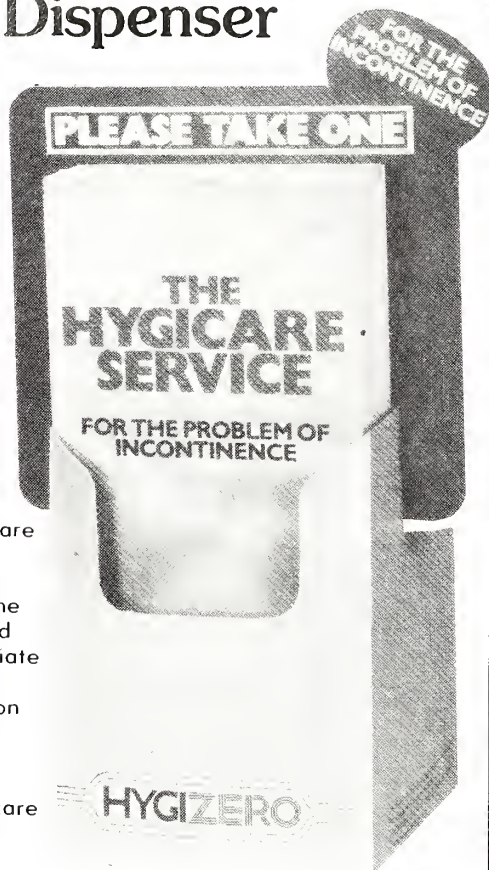
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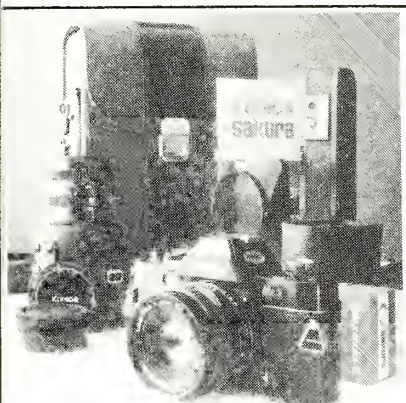
Disc-count from Tudor

Tudor are recommending dealers offer disc processing service at a £1.99 between March 1 and June 4. And, as they are extending their current free album offer for the promotional period, all disc orders will be returned within the standard service times together with a pocket album worth £0.80 they say.

The promotion, will be advertised in the media and has been scheduled to take advantage of the Easter, May Day and Spring bank holiday weekends. Tudor representatives will provide full POS support material.

Dealers ordering batteries from the fine carbon range can choose between a discount off net price, free Tudor products or personal gifts. The value of the bonus is, they say, commensurate with the size of order.

Tudor have recently introduced teak-finish frames to compliment the Ramin pine-look range, and will accept mixed orders for both. *Tudor Photographic Group, 30 Oxgate Lane Industrial Estate, London NW2 7HU.*



Retailing at the offer price of £99.95, the Konica "all-in-one kit" contains a Konica FP-1 programmed SLR camera, a 50mm f1.8 standard lens, a second 28mm f3.5 wide angle lens, an auto-winder, carry case, 24-exposure Sakuracolor film, a 34-page booklet on photography and a smart outer case to carry it all away. Konishiroku (UK), Konishiroku House, 150 Hampton Road West, Feltham, Middlesex



Nimslo 3-D camera and products are to be distributed in the UK, Channel Islands and Southern Ireland from early this month by Photopia. The camera has an srp of £129.95, the Opti-lite flash £32.95 and the camera case and holdall, £11.95 each. (Trade prices for singles are respectively £113, £28.65 and £10.39 but a discount is available if 12 items are ordered — outers of four)

The company will be the exclusive sales, distribution and service organisation in these countries. Photopia International Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW

Prints — a solution to the jigsaw

If you are still puzzled about how to turn someone else's face into your fortune then Trench Enterprises have a solution to the "jigsaw". They can convert a favourite photographic print into wood-based jigsaw puzzles on a one-off or bulk basis.

The retailer either has to sell the customer the idea of using particular photographs in this way, or select prints of his own that could produce a jigsaw, saleable in its own right.

'Double' option

The prints are mounted on 4mm 3-plywood to make either a single- or double-sided jigsaw. Trench charge £2 trade for single-sided mounting of a 3½ x 3½in enprint, and £4 for a 5 x 7in, for example, with srps of £3.95 and £6.95 respectively. Add £0.50 to the trade price for double-sided puzzles. Prints of almost any size can be handled up to 24 x 32in. *Trench Enterprises Ltd, Holmes Associates, Threew Cow Green, Bacton, Stowmarket, Suffolk.*



Process paid from Photoplus

A Photoplus POS unit displays blister-packaged process-paid films retailing at £2.99. Available in 24 exposure 110, 126, 35mm they are 100 ASA rated. Launched a year ago as a challenge to direct mail by Hal Briscoe, the film is now more competitively priced. Photoplus process their own film with a 24 hour turn around that rises to four days at peak holiday time.

Mr Briscoe says direct mail still accounts for around 50 per cent of the market. "Process paid film captures D&P at the time of film purchase and will bring the customer back for more." Photoplus Laboratories Ltd, Trafford Park, Manchester

SCOTCHEM'83 THE SCOTTISH RETAIL CHEMISTS EXHIBITION
The McLellan Galleries, Sauchiehall St. Glasgow 10-12 July 1983.

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TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.

A 'sweeter' diet for the diabetic

Until recently the recommended diet for diabetics was high in fat and protein and low in carbohydrate. But after a two-year study, the British Diabetic Association's nutrition subcommittee has proposed radical alterations.

The new recommendations, announced last November, are to increase the carbohydrate content of the diet (which provided no more than 40 per cent of the food energy under previous diet regimes), with much more emphasis on fibrous foods and a corresponding decrease in the level of fat intake.

For many years diabetics in Asian and African countries, where the staple foods are rice or cereals, have existed on a diet containing 70-80 per cent carbohydrate without ill-effect. Studies have shown that the diabetic can be well controlled on a diet containing 60-85 per cent of its energy as carbohydrate without requiring extra insulin, either by injection or increased endogenous production from residual β -cells in the pancreas. This fact has opened the way to new dietary practices.

Traditional diet

Traditionally the diabetic diet has centred around carbohydrate restriction. Sugar-rich foods are excluded, starchy foods regulated to balance the body's insulin supply, and protein and fat-based foods allowed as desired. Restricting carbohydrate (which directly affects post-prandial blood glucose levels) would minimise the amount of insulin required by injection, or spare what capacity the body had for producing its own.

However this approach is too simple. Keeping blood glucose down is far from being a matter of controlling dietary carbohydrate, since much of the glucose does not come directly from food, but from gluconeogenesis in the liver. The extent to which this happens is influenced by the *total* amount of food energy consumed, not just the carbohydrate part. The traditional Western diet, with its emphasis on carbohydrate (and hence energy) restriction, unwittingly achieved this objective. The high carbohydrate diets of developing countries also work because total energy intake is limited.

East v West

This would be of academic interest were it not for strong evidence of links between high fat intake and cardiovascular disease. Asian and African diabetics, with their low fat diet, have a strikingly lower death rate from coronary heart and

arterial disease than their American or European counterparts. Since serum cholesterol concentrations correspond positively to blood glucose levels, and because normoglycaemia is rarely achieved in the diabetic, average concentrations of serum cholesterol are higher in diabetics compared with non-diabetics. Dietary measures to lower this would therefore appear to be wise, says the BDA. Diabetics are being encouraged to reduce the fat content of their diet and balance up their energy needs with increased intake of suitable carbohydrate.

Reduced sodium intake

This approach has an additional spin-off in reducing dietary sodium intake. High salt consumption contributes to raised arterial blood pressure, according to current thought, and its reduction has been made an official "dietary goal" in the USA. Recent evidence shows the British diabetic on a low carbohydrate diet consumes significantly more sodium than the non-diabetic as a consequence of greater intakes of dairy products and meat — the main dietary sources.

The type of carbohydrate consumed by the diabetic is important, since not all carbohydrate from natural sources raises blood glucose levels to the same extent when fed in equivalent amounts. Dried beans in particular have a much smaller glycaemic effect than would be expected on the basis of their carbohydrate content. The diabetic cannot cope with rapidly-absorbed carbohydrate as easily as the normal person. Thus, the principle of avoiding sugary foods remains important, but has been broadened to encourage a greater intake of high-fibre carbohydrate foods.

Two types of fibre

Dietary fibre appears to slow down the rate of carbohydrate absorption from the gut, and thus generates a smaller rise in the blood glucose than would otherwise be seen. Hydrated gel-forming fibres, such as pectin and guar gum, appear to be especially effective. Dietary fibre is of two main types: "fibrous fibres", found in bran, wholegrain cereals and wholemeal flours; and "viscous fibres", found in vegetables, fruit and pulses. The latter are of special benefit to diabetics.

New recommendations

□ The total energy content of the diet is of the most relevance to long term diabetic control. The proportion of

carbohydrate need not be kept at an unduly low level in the effort to normalise glycaemia.

□ The majority of carbohydrate consumed should be in the form of polysaccharides (eg fruit, vegetables, wholemeal bread, brown rice and spaghetti) and the use of foods rich in fibre should be encouraged (eg Weetabix, All-bran or unsweetened muesli instead of cornflakes or Rice Krispies). Rapidly absorbed mono- and di-saccharides (sweets, sweetened drinks) should be excluded wherever possible, except in hypoglycaemic emergency.

□ It is suggested that more than half the energy content of the diet should be obtained from appropriate carbohydrate foods, and that fat intake is reduced to about 35 per cent.

□ Fat intake should be reduced primarily at the expense of foods rich in saturated fatty acids. In practical terms this means using skimmed milk instead of whole milk, and low-fat spread instead of butter or margarine; grilling rather than frying food; reducing the intake of cheese; and eating less beef, lamb, pork and "manufactured" meats but more chicken, fish, liver and kidneys.

□ In diabetics treated with insulin or oral hypoglycaemic agents the timing of carbohydrate intake remains important in preventing hypoglycaemia. A method of estimating carbohydrate portions, or exchanges, remains an essential part of dietary management.

□ It is no longer imperative that the diabetic who needs to lose weight must follow a low carbohydrate diet. Any dietary strategy which effectively achieves reduced energy intake in obese non-insulin dependent diabetics is acceptable, provided it is nutritionally sound.

□ Diabetics should not be prescribed a diet which has a high salt content.

□ Unless medically contraindicated, diabetics may consume alcohol provided its energy contribution is taken into account.

□ Sorbitol, fructose and diabetic speciality foods are often of little health benefit to the diabetic since their energy content is equivalent to their conventional counterparts — they are also expensive. However low-calorie foods can be useful for diabetics who need to lose weight. Saccharin and aspartame remain acceptable as sugar substitutes.

The BDA points out that there is no proof of long term benefit. The recommendations are in line with those of the Canadian and American Diabetic Associations, and are based on evidence available at the present time.

Reference: Dietary recommendations for diabetics for the 1980s — a policy statement by the British Diabetic Association.

Rural pharmacists a dying breed? — IPMI conference

Rural pharmacy in 1990 might be like the dinosaurs — extinct, Mr Gordon Campbell told the Institute of Pharmacy Management International at Pitlochry on Monday. Disproportionately high operating costs, a delayed awareness of the need for financial assistance for essential pharmacies by the pharmaceutical agencies and inadequate reimbursement had led to the decline in rural pharmacies, he suggested.

The establishment of the National Health Service was a disaster for pharmacy and since its inception there had been a marked decline in pharmacies in rural areas. When these shops close down they are not replaced Mr Campbell said. (Mr Campbell owns a pharmacy in Campbeltown, Argyllshire). The 1974 reorganisation of health service administration was also disastrous for rural pharmacy. "I now have to travel 150 miles to my LPC in Renfrew."

Increases in carriage costs and petrol, and large rates bills have made operating costs high. Few manufacturers or wholesalers charge direct carriage charges, but many use "loading factors." This prevents remote areas from having supplies at city prices no matter the volume supplied, Mr Campbell argued.

The Department of Health applies differential oncosts regardless of operating costs and does not take account of things such as fuel or postage charges he said. "Rates are high. It would be cheaper for me to have a shop in a main street in Manchester. Petrol is £2 a gallon. These things have conspired to make pharmacy non-profitable. It is not the declining population that is causing problems but the rising costs. I do less NHS work than most, with only 19 per cent of my turnover NHS."

Mr Campbell also questioned the type of education which pharmacy students are getting. "The practical aspect has decreased a lot. I accept we have to raise academic standards but not to the extent

where people can no longer do the job."

Mr D.W.M. Davidson, managing director of Walter, Davidson and Sons Ltd, said pharmacists were their own worst enemies over recovering operating costs. Referring to the periodic surveys carried out by the DHSS he said: "The average pharmacist does not put in adequate returns for his overheads. They could indicate that they have costs that are not fairly reflected. We are not keeping the survey as up to date as we might have."

"I am of the opinion that 10-15 per cent of costs are never declared. This is not done because we are too ethical. There is nothing wrong in telling people what they should put down." Mr Davidson also suggested that with computers reducing administration time, costs could be reimbursed individually in a more equitable manner.

Mr Miall James, a proprietor pharmacist from Essex, was not happy

about separate higher overheads for rural retailers allocated to them from the global sum. "The global sum provides a service for all. Money should come out of general taxation for subsidy, rather than the pharmacy global sum, which should be distributed equally."

When asked whether he would find a basic practice allowance useful, Mr Campbell said he was in general principle, against it. "I would rather see a practice allowance based on cost. Any unusual costs should be reimbursed, such as fuel and carriage," Mr Campbell said.

Dr Ian James from Bradford University asked whether Mr Campbell had not been over stating his case. "Similar trends have been followed throughout the UK. Is Argyllshire so much different from the rest of Great Britain? Has there been any real hardship? Have there been any small communities deprived of pharmaceutical services?"

C&D Price Service

The following are amendments to the suppliers key:—

Alo-Cosmetics Ltd, Unit 2, Industrial Estate, Cranleigh Gardens, Southall, Middx (01-574 1775).

Applewoods of Devon Ltd, The Old Pottery, Liverton, Newton Abbot, Devon TQ12 6HP (0626 82 406).

Berlimed Pharmaceuticals, The Brow, Burgess Hill, Sussex RH15 9NE.

Berrick Bros Ltd, 142 Vauxhall Street, London SE11 5RT (01-735 9493).

Carecharm Products Ltd, PO Box 87, Oakway Drive, Camberley, Surrey (0276 25838).

Carnrick Laboratories, Acres Down, Furze Hill, London Road, Shipton-on-Stour, Warwickshire (0608 61610).

Catesby Marketing Associates, Catesby House, Mill Lane, Monk Risborough, Aylesbury, Bucks HP17 9LH (08444 5629).

Charles Fox Ltd, 22 Tavistock Street, Covent Garden, London WC2 (01-240 3111).

Dome-Hollister-Stier, Strawberry Hill, Newbury, Berks (0635 39000).

Franglere Ltd, PO Box 201, 17 Winwick Street, Warrington, Cheshire (0925 52176).

Manly Co, Unit 18, Goldsworth Park Trading Estate, Woking, Surrey (04862 21265).

MCL Services Ltd, Silverhill House, 221 London Road, St. Leonards-on-Sea, East Sussex (0424 53381).

Miles Pharmaceuticals, Burrell Road, Haywards Heath, West Sussex (0444 414161).

Nella Pharmaceutical Products, 63 Jenkin Road, Sheffield S9 (0742 433355).

Nelson, A & Co, 5 Endeavour Way, Wimbledon, London SW19 (01-946 8527).

Norgine Ltd, 116 London Road, Headington, Oxford (0865 750717).

Optrex Ltd, PO Box 94, Nottingham NG2 3AA (0602 56111).

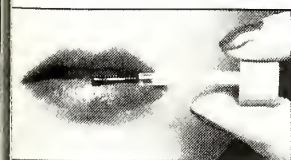
Organon Teknika Ltd, Cambridge Science Park, Milton Road, Cambridge (0223 323650).

Photopia Ltd, Hempstalls Lane, Newcastle, Staff ST5 0SW (0782 615131).

Typharm Ltd, 14 Parkstone Road, Poole, Dorset (04254 79711).

Ultra Glow, International Business Centre, 90 Regent Street, London W1R 5PA (01-734 6080).

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NPA is wrong, says parallel importer

We have all seen the many and various articles on parallel importing which have appeared in the pharmaceutical Press of the last few months. In the absence of a definitive statement from the DHSS there have been a wide variety of opinions and claims in these articles, many of which are either contradictory or contain misleading implications.

Stephar bv is a licenced Dutch parallel import company. Very simply, this means that our purchase, storage, analysis and sales of pharmaceutical products are under the overall control of the Ministry of Health in Holland. Our status as a parallel importer/exporter was granted to us by the Dutch Health Authority in order to comply with EEC law. Under EEC law the free movement of any product is protected against both restrictive practices of manufacturers and rules or laws imposed by national authorities. It is therefore impossible under EEC law for any national authority to place restrictions on the movement of community products into the UK.

The latest missive on parallel importing comes from the NPA in their March supplement (*C&D* March 26, p517). During my conversations last month with Mr Appelbe of the Pharmaceutical Society's law department, and more particularly with Mr Astill at the NPA, I was informed that a clarifying statement would be issued during March. This statement would dispel the rumours about parallel importing and inform pharmacists that if they wished to take advantage of exemptions under the Medicines Act they should not purchase from any person who already procured the importation of products into the UK. I would contend that although the NPA article makes this point clear, it is written in a misleading way so as to imply that parallel importing from any source is unlawful.

I cannot agree with the NPA interpretation of the use by pharmacists of exemptions under the Medicines Act: it is not the function of the NPA or bodies other than the DHSS to place their own interpretation on the Medicines Act, other than that which is clearly stated within the Act.

Quite simply, the pharmacist is able to take advantage of exemptions under the Medicines Act to import any pharmaceutical product so long as he procures the importation himself and so long as the purchased product is of EEC origin and in manufacturers' original packing. In order to ensure the second and

third of these criteria, the pharmacist will be wise to buy from a registered parallel importer/exporter who will be under the control of a Ministry of Health.

As regards the NPA claims that imported ethicals may not be covered by a manufacturer's warranty: this is absolute nonsense as any manufacturer is subject to EEC law and will be held liable for the quality of his product.

The NPA also claims that the use of parallel import products could prejudice the pharmacist's insurance cover under the Chemists' Defence Association. I would question whether the CDA has ever defended a pharmacist against a claim regarding the quality or efficacy of a proprietary product: surely a claim of this nature is always made against the manufacturer.

Under Dutch law we are required, as wholesalers of parallel import products, to analyse each batch we import to verify the quality of the product. It is interesting (and unfortunate for us) that the highest incidence of failure to comply with the relevant BP or USP standards is with products which we have purchased in the UK for the Dutch market. These are the very same products which the community pharmacists has bought from his daily wholesalers! Fortunately, we act as a second control in the distribution system and we therefore protect the quality of any product supplied by us.

As a result of the misleading nature of the NPA's latest statement we will be sending a complaint to the Department of Competition at the EEC Commission in Brussels, and we would welcome any evidence in relation to restrictions or obstructions to parallel importing which may be placed against retail pharmacists. **M.C. Hamilton, Stephar BV,** van Utrechtweg 4, Krimpen a/d IJssel, Holland.

□ **Mr Tim Astill, NPA director,** comments: It is difficult to generalise about manufacturers' warranty, which is why NPA said it "may" not cover ethicals imported without a licence. Mr A. Hunter, Wellcome Foundation, told the Institute of Pharmacy Management conference last year that some companies feel re-importing "voids their liability" (*C&D* November 1982). NPA agrees that reputable manufacturers normally accept third-party liability, but in law the claim relates to the contract between the pharmacist and the customer — certainly in respect of private dispensing and OTC sales. NPA's statement was on the basis of UK law where that seems clear, and it is understood the UK is investigating how to reconcile any conflicts with EEC law — the DHSS has yet to indicate its intentions, but NPA had to issue guidance

under pressure from the membership. Mr Astill points out that Stephar appear to be exporting from Holland and are not therefore covered by the reference to UK importers. He adds that if a complaint to the EEC helps to clarify the situation, it will be worthwhile.

Leapfrogging

Those pharmacies that have opened up subsequent to the instigation of the BPA basic practice allowance, and are not receiving it, have no right to complain. They knew the situation when they made their decision. If they themselves are now well established, they can draw consolation from the fact that the BPA is protecting them from losing their business to potential leapfroggers.

Adrian Korsner
London N3.

A woman's place...

The leader in the *Pharmaceutical Journal* refers to chemists shops looking as if they are run "by a pack of girls," and I see from *C&D* that counter prescribing is to be the thing. The *Guardian* reports that 2,000 doctors are now unemployed.

I wonder if there is any possibility of employing the male indigent GPs under the age of 25 as YOPs in the function of "counter jumper," at the going £25 a week, and getting the "girls" back into the kitchen?

K. Hampson
Godstone, Surrey

Redirect discounts

In recent weeks we have seen in the pages of *C&D* a letter from Mr C.C. Lawrence of Dartford, who justifiably complains that he is being discounted by the NHS by £2,000 pa because two months arrears in NHS payment prevent him taking advantage of one month wholesaler discounts; and an account of an address by Mr P. Worling of Vestric Ltd, who suggests that the wholesale service is threatened by current levels of discount.

Is it not the case that the majority of us are, in effect, paying interest on loan capital in order to provide the NHS with drugs at discount prices?

Not being an accountant, I find it difficult to assess the effect on NHS finances if pharmacists en masse stopped taking advantage of monthly terms. On the face of it, the NHS would have no moral option but to lose something of the order of £50m annually. This would be partly offset by reduced interest payable on capital employed (a small fraction of the actual capital required to commission a pharmacy); on the other hand, the Exchequer would lose out in tax paid on the reduced gross profit margins of pharmacies. The pharmacist would gain by transferring on average about £12,000 from working capital to paying off his

Use of syringes

Caution is needed before widespread use of disposable insulin syringes can be accepted, according to Dr Michael Allwood of the central pharmacy, Addenbrooke's Hospital, Cambridge.

Dr Allwood says, in a letter to the *Lancet* last week, that while evidence primarily from clinical observation of injection sites suggests it is safe to re-use disposable syringes, the preservative in many insulin solutions is not very effective, especially in products at neutral pH preserved with 0.1 per cent w/v methyl-p-hydroxybenzoate.

Dr Allwood describes the bacteriological test used by researchers in Belfast (*C&D* March 19) as perfunctory. He says a fuller evaluation can be done by the British Pharmacopoeia method, which requires viable counts to be done periodically for up to 28 days after inoculation. The difficulty is that with disposable syringes there is no suitable disinfection procedure for use after an injection.

Price comparison

A comparison of drug prices in the UK and other European countries was given by Mr Geoffrey Finsberg, Under Secretary for Health, in a written answer to Mr Dafydd Wigley, MP for Caernarvon.

Current NHS prices were given as: Ventolin inhaler (£3); Adalat 10mg capules, 100 (£12.31); Indocet 25mg capsules, 100 (£5.72); Aldomet 250mg tablets, 100 (£5.06); Aldomet 500mg tablets, 100 (£9.90) and Dixarit tablets, 100 (£5.23). True comparison of prices with European companies would be unreliable, says Mr Finsberg, because of differences in currency exchange rates, pack sizes, presentations, VAT, and discount rates. However, the Department has produced the following results:—

Country	Vent inh	Adal 10mg	Indo 25mg	Aldo 250mg	Aldo 500mg	Dix tab
France	54	n/a	60	91	85	n/a
Belgium	54	n/a	60	68	55	55
Holland	129	n/a	107	99	93	85
Germany	96	n/a	122	132	n/a	78
Italy	31	n/a	n/a	83	69	n/a
Denmark	108	n/a	111	145	127	85

UK price = 100

dispensing doctors not also being so treated, is incomprehensible. If it was anything but the unrepresentative non-event it is, it would be withdrawing the inspectorate from this unjust chore (which breeds widespread mistrust between people who should be on the same side) and could be encouraging pharmacists to throw out of their premises any other tin god who presumed to check our work until a like system is applied to dispensing doctors. We have right on our side: this would in no way be an immoral act. But no, that might be seen by the establishment as risking too many cosy friendships in the high corridors of power. Power to run our own affairs is not something we go to Government and grovel for, it is something we have to use a bit of muscle to grab. Unpleasant, but true.

I believe the time has now come for "he who pays the piper to call the tune," and that the Society's membership should be subject to a referendum on the following points.

Firstly, should membership of the Society remain compulsory or should a greatly-reduced sum be payable as a compulsory annually renewable registration fee, and a voluntary sum for membership equivalent to the difference (a thought on similar lines to the Sheffield motion for the branch representatives meeting).

Secondly, should all successful BRM resolutions be mandatory on the Council? (The possibility of some extra democracy might make us talk about bigger things than we seem to at present!)

Third, if the Society is to remain, should attractive salaries be offered to encourage more talented people (who are at present put off by economic difficulties) to take office?

Fourth, should the whole of the administration of community pharmacy lock, stock and barrel be transferred to the NPA? (Most community pharmacists probably prefer to be under the leadership of Tim Astill, as there is no doubt whose side he is on.)

All registration and disciplinary procedures could then be controlled by community pharmacists for community pharmacists — a far healthier state of affairs than at present. This would then leave the PSGB to do what it is good at — being a purely academic learned Society.

Personally, I favour the last of these proposals, as I have faith in the NPA. Sadly I feel the PSGB is now an expensive, burdensome and politically inept non-event.

R.W. Poynter
Kenilworth.

capital loan but the effect on capital requirements in wholesale would necessitate such a changed being spread over a period to permit increased profits to offset the effective capital withdrawal.

I have long felt that wholesalers have been putting too much effort into discounting prescription medicines to the eventual advantage of the NHS, and the competitiveness of counter product has suffered as a result. This goes to fuel the increasing NHS percentage of pharmacy turnover. Perhaps in the long term the emphasis could return to making pharmacies competitive in the High Street, instead of providing subsidies to the NHS.

Perhaps the mere threat of united action by pharmacist contractors along the lines suggested would have the effect of forcing the DHSS to pay its fair share of the overhead and capital costs of operating a pharmacy, or to pay a proper percentage profit to British pharmacists, instead of the present pittance which any other EEC pharmacist would consider a studied insult to his profession.

C.R. Cleverly,
Sherbourne, Dorset.

NPA takeover?

The letter written by "Clovis" (*C&D* March 5) deserves comment insofar as it is a miracle the subject has not been raised before. The time is now ripe for the membership to decide whether or not the PSGB should continue in its present existence.

For some years now I have been deeply distrustful of the PSGB and exactly who controls it, and under what motivations it operates. Considering that it is we, the pharmacists, who finance it from our fees, it seem to me to put just about everyone else's interests before ours — a clearly unsatisfactory situation.

One thing absolutely certain is that it benefits those of us in community pharmacy very little. It appears to be a body composed of people who consider themselves far aloof from the business of running a day-to-day pharmacy and would rather connive with the Government of the day to obtain anything the latter wants, without extracting one extra penny for it. Its rewards for this seems to be a few trinkets of patronage per year via the Honours Lists.

What any body is doing actually assisting Government in instigating and running a drug testing scheme on its own members, while simultaneously not uttering a peep about the disgrace of

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PSNI DINNER

Service and image reminder from PSGB president

Community pharmacists have again been reminded of their vulnerability in any investigation into the practices of the profession, unless they improve both the service and image they present to the public. Mr Henry Howarth, president of the Pharmaceutical Society of Great Britain, gave this warning when he was a guest at the dinner given by the president of the Pharmaceutical Society of Northern Ireland in Dunmurray, Belfast, last week.

Mr Howarth said that since the role of the community pharmacist had been questioned by Dr Gerard Vaughan, then Minister for Health, at the 1981 British Pharmaceutical Conference, much had been done by the representative bodies to rally behind a common objective of making pharmacies in the High Street stand out as health care centres. Professional services, particularly in larger business, should not be submerged by commercial pressures.

Unless this objective is faced up to, the role of the community pharmacist will be relegated to that of a specialist distributor. "In due course our material rewards will reflect that status," Mr Howarth said.

Friendships renewed

Mr Howarth had been responding to the toast to the guests given by the president of the Pharmaceutical Society of Northern Ireland, Mr J. Harvey Galbraith. Mr Galbraith said that the dinner was an opportunity to renew old acquaintances and to make new friends, both within pharmacy and within the other sister professions represented at the

dinner. Indeed, to the enjoyment of all present, he likened the guest list to the ingredients of a prescription for a mixture that could be made there and then, shaken up and taken immediately and to good effect.

Miss Teresa Landers, vice president of the Pharmaceutical Society of Ireland, endorsed Mr Howarth's earlier response on behalf of the guests to Mr Galbraith's welcome. She said the dinner was one of the nicest ways of maintaining contact between the professions on the island.



The presidents of the Pharmaceutical Societies of Northern Ireland, Mr J. Harvey Galbraith (left), and of Great Britain, Mr Henry Howarth, flank the vice president of the Ireland Society, Miss Teresa Landers.

PSNI president, Mr J. Harvey Galbraith presents the fellowship certificate of the Society to community pharmacist Mr J.J. Knox. Looking on are hospital pharmacist, Mr George Winston Davis (second left) and retired community pharmacist, Mr James Anderson Brown (extreme right).

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UK exports help R&C lift profits 13pc

Leckitt & Colman increased pre-tax profits to £75.01m in the twelve months to January 1 — an increase of 13 per cent, and some £2m more than the company themselves were expecting at the half-year stage. Worldwide sales rose 9 per cent to each £901.3m.

Heavily reduced borrowings allowed the company to cut interest charges by 4m to £8.3m. The UK contributed profits of £28.6m (£24.3m) on sales up £16m to £284.9m. Exports from the UK rose significantly.

Profits in the pharmaceutical division

Consumer recession hits Booker profits

Profits of the health products division of Booker McConnell plc fell from £3m in 1981 to £2.2m in 1982. Group chairman, Mr Michael H. Caine, says that the division — which includes Kingswood Chemists, Booker Health Foods and American Dietetics Co (USA) — were affected by the recession in consumer demand, and market shares were maintained by a high level of marketing expenditure.

Results in the food distribution division are described as particularly serious, with sales falling from £5.9m to £1.2m. The group's external turnover increased from £932.8m in 1981 to £968m in 1982, but trading profit was down from £22.2m to £20.8m. However, profit before tax attributable to Booker McConnell was up by 11 per cent to £17m when other activities are taken into account.

Mr Caine forecasts that profits in the health products division should return to the 1981 level this year, but in food distribution cash-and-carry profitability may not be back to an acceptable rate until 1984.

The final dividend for 1982 is 2.25p, making a total for the year of 3.75p.

Database for drug industry

Stockbrokers Wood Mackenzie have launched an international information service for the pharmaceutical industry. Core of the system is a data base giving profiles of 36 major international companies in the industry in the five years to 1981, together with product analysis, details of drugs currently under research,

were up £4m at £16.63m, on turnover of £95.57m (£85.8m). Temgesic has received strong support from the UK medical profession over the year, and a US launch for the injection form is expected in 1984. The division as a whole is said to be benefiting from reorganisation of the last few years.

Household goods and toiletries suffered from declining profit margins, with the division's contribution falling £1.66m to £37.58m, despite increased sales volume.

and market information.

This 300-page publication is to be continually updated by the quarterly "Pharma Forum" newsletter. They predict that pharmaceuticals will show growth well over the average in the next three years, with current real rate of 3.5-4.5 per cent rising to around 5 per cent.

Superdrug top £81m

Turnover of Superdrug Stores plc reached £81.33m for the year ended February 26 — up 29 per cent on the previous year's £63.15m.

Pre-tax profits reached £5.3m compared with the previous year's £4.41m. The former figure also includes an "extraordinary item" of £53,000 costs in connection with the sale of part of the company's share capital to the public in February.

An interim dividend was paid of £285,000 (1982 £310,000) on the share capital in issue prior to the offer for sale, representing £2.94 on each share in issue at the date of payment (1982 £6.39). An interim dividend for the year to February 25, 1984, will be paid in December.

Earnings per share of 8.48p is based on the figure of £2.968m (profit after tax and before extraordinary items) and on the 35 million ordinary shares in issue at February 26.

Too much R, not enough D?

Fisons' 1981 decision to retain their pharmaceuticals operation was not a foregone conclusion, according to a company profile in this Monday's *Financial Times*.

Following the sale of their agricultural

chemicals division with that of pharmaceuticals would, one argument went, leave Fisons with the finance to support their remaining horticulture, scientific and fertiliser divisions.

As it was, the company sold off the fertiliser division to Norsk Hydro in June 1982, leaving pharmaceuticals to provide one of the year's major profit contributions. "The decision to stay with pharmaceuticals was just as conscious as shedding fertilisers" says chief executive John Kerridge.

"One of the great mistakes that Fisons used to make was to think that R&D just has to be a long term thing" he adds, pointing out that such an attitude always leads to everyone wanting just another pound, instead of thinking, "if it doesn't work, don't go on spending."

"R always seems more glamorous than D — it's the nature of the people in the business."

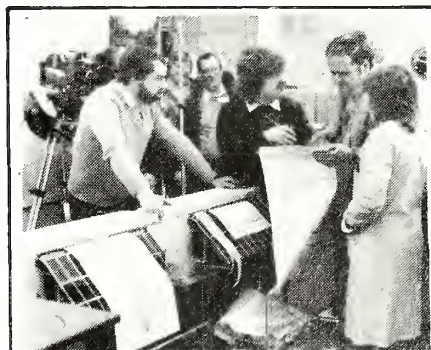
Glaxo-Sanko joint Japanese deal

Glaxo have reached agreement with Japanese pharmaceutical manufacturers Sanko to establish a joint marketing organisation which will sell certain of Glaxo's ethical products in Japan.

The new company, to be known as Glaxo-Sanko will operate in parallel with Glaxo's existing Nippon Glaxo Japanese marketing subsidiary.

Under the agreement, Glaxo-Sanko will be offered suitable products as they emerge from Glaxo's research. The first of these will be ranitidine (Zantac) which will be marketed in Japan as soon as it receives approval from that country's authorities.

While Sanko will take an active part in the new company's marketing activities during the initial build-up stage, the intention is that Glaxo-Sanko be developed as an independent company as soon as possible. Equal numbers of directors will be appointed from each company.



Unichem's Prosper ordering system being filmed at their Leeds branch for Yorkshire television's "Counting on" series, to be broadcast nationally in the Autumn. The series is an adult education programme designed to increase confidence in using numbers and computers in everyday life.

More Business News overleaf

Chemical spending continues decline

The latest investment intention survey from the Chemical Industries Association puts 1982 capital spending in the industry at around £1,100m — a 17 per cent drop on the previous year's figure in real terms.

Expenditure in the current year is expected to reach some £1,200m, marginally lower than 1982 when adjusted for inflation. Spending in 1984 and 1985 at constant prices is expected to remain at about this level.

"The past three years alone have seen nearly a 10 per cent fall in output volume, a 15 per cent reduction in numbers of employees, plant closures amounting to more than 4 million tonnes of annual production capacity and low prices and profit levels. And these are average figures. Some sectors have suffered up to a 25 per cent fall in output and a corresponding reduction in manning levels, CIA chairman Martin Trowbridge comments."

□ White-collar union ASTMS have produced an "alternative strategy" for chemicals. They describe the industry as being "in crisis" and suffering an "unprecedented fall in demand for its products."

"Unless there is a fundamental change in Government policy, then even relatively successful sectors of manufacturing industry such as chemicals will face a really bleak future," the union concludes.

New retailer VAT publications

Customs & Excise have produced a newly-styled series of VAT publications explaining the various retail schemes available. It is aimed at helping the small trader choose the scheme most suitable for his business.

Choosing Your Retail Scheme is designed primarily for the new trader. It sets out the basic facts on VAT for retailers and gives diagrams guiding the trader towards the scheme most appropriate to his trading circumstances.

Nine individual pamphlets — one for each scheme — are provided to back-up the general guide. These set out the conditions which retailers must fulfil in order to use a particular scheme, and give details of record keeping requirements and step by step methods.

A revised version of notice 727, on retail schemes is now fully indexed, for use as a retailers' reference book. There have been no changes in the working methods for the schemes, but the turnover limits applying to schemes C, D and G have been increased to £75,000, £200,000 and £200,000 respectively.

Retail prices

The all-items retail prices index from the Department of Employment reached 327.3 in February (January 1974 = 100). This represents an increase of 0.4 per cent on January (325.9) and an increase of 5.3 per cent on February 1982 (310.7).

Briefly...

■ **Norgine Ltd** have changed their address to 116 London Road, Headington, Oxford OX3 9BA (tel 0865 750717).

■ **Philip Goodman Ltd** have acquired the FW. Cooper pharmacy at 26 High Street, Tring, Herts, and will be operating the business from April 1.

■ **Loadglen Group** have set up two new subsidiary companies to distribute the Cefla and Siegel ranges of shopfitting equipment and store accessories. Graham Blackwell will head Cefla (UK) Ltd. Eric Whybrow takes charge of Siegel (UK) Ltd.

COMING EVENTS

IMS computer conference

Computers in pharmacy shops and dispensaries, the electronic office, and systems for organising people are the subjects to be discussed at the Spring conference of the health service specialist group of the Institute of Management Services.

Speakers are Ann Lewis, DPhO, Chester DHA; Professor Peter Checkland, department of systems, Lancaster University; and Al Dunn, manager of business development and marketing, Metra Consulting.

The conference will be held at the North Western training centre, Prestwich Hospital, Manchester on April 21. The fee is £23 and places can be booked through David Claxton, Joint O&M/Work Study Unit, West of Scotland Health Board, 141 Hill Street, Glasgow, tel 041-332 3906.

March replacement for IDEA

A new exhibition to replace IDEA will include all types of electrical, gas and other solid fuel fired appliances and is to be given a new title, "Home Appliances International." IDEA only covered electrical appliances and would have been held this Spring.

The exhibition will now take place in March '84 and has been extended from three to four days. Bearing in mind the



Woods of Windsor have won an export award for small manufacturers from the British Overseas Trade Board. Woods, who export to over 40 countries including the USA and Japan, achieved exports of £1½m in 1982, compared to a figure of just £100,000 three years earlier. The company received its trophy as one of five runners-up to the three main winners. Prime Minister Margaret Thatcher is seen here presenting Roger Knowles, managing director of the company, with the award at the Savoy Hotel

maintained price of £50 per square metre, the 1984 show is the most cost effective yet, say the organisers. Companies wanting details of space available should contact Michael Hopkins, project manager on 01-486 1951, or write to the Home Appliances International, 11 Manchester Square, London W1M 5AB.

Monday, April 4

Harrogate Branch, Pharmaceutical Society, Postgraduate centre, Harrogate General Hospital, at 7.30pm. Dr R.T. Calvert on "Child poisoning."

Wednesday, April 6

London Chemists' Golfing Society, Moor Park. Tournament of the Yardley Cup, the Kirby Shield and the Mentholatum Prize.
Royal Microscopical Society, Guy's Hospital, London. Dr C.R. Taylor, Los Angeles, speaks on "Immunohistological techniques" at the Annual Histochemistry meeting.

Thursday, April 7

Buckinghamshire Branch, Pharmaceutical Society White Swan, Walton Street, Aylesbury, at 8pm. Annual meeting followed by Mr B. Hardisty on "Hobbypharm."

Thames Valley Pharmacists' Association, Sterling Winthrop House, at 8pm. Dr T. Walsh, Research Fellow in Clinical Pharmacology, St Christopher's Hospice, on "The clinical pharmacology of terminal care."

Hounslow Branch, Pharmaceutical Society, Lecture Theatre, West Middlesex Hospital, Twickenham Road, Isleworth, at 7.45pm. Annual meeting.

Advance information

Pharmtech Conference '83, Sheraton Centre Hotel, New York City, September 20-22. Special 20 per cent discount offered to applicants if registration received before May 2. Details from Judith Weber, conference co-ordinator, Aster Publishing Corp, 320 North A Street, PO Box 50, Springfield, Oregon 97477, USA, telephone (503) 726 1200.

Institute of Packaging, The White House, University of Sussex, Chelwood Gate (between East Grinstead and Haywards Heath) on May 8-13. Education course on "Packaging of foodstuffs." Course fee £345 (ex VAT) to members, £385 (ex VAT) non-members. Details from Education Department, Institute of Packaging, Fountain House, 1A Elm Park, Stanmore, Middx.

Society of Cosmetic Scientists, Blossoms Hotel, St John Street, Chester, Cheshire, on May 5, at 6.30pm. Dr C. Prottey, Unilever Port Sunlight Laboratory, on "The problems of evaluating the effects of products upon the skin." 1983 Northern Lecture. Further details from Ken Curry, Unilever Research.

Royal Society of Chemistry, continuing education course, Brunel University, on May 18-19. Jointly with American Chemical Society, course on "Emulsions and Microemulsions." Details from Miss L. Hart, Royal Society of Chemistry, 30 Russell Square, London WC1.

Royal Society of Chemistry, Analytical Division, Scientific Societies Lecture Theatre, 23 Saville Row, London W1, on May 24. Symposium on "Atomic Spectroscopy." Registration details from Miss P.E. Hutchinson, Burlington House, London W1V 0BN, telephone 01-734 9971.

APS Wallace Hemingway Memorial Lecture, D4 lecture theatre, University of Bradford, April 20 at 8pm. Dr B.A. Wills, chief pharmacist DHSS on "Pharmacy and Government."

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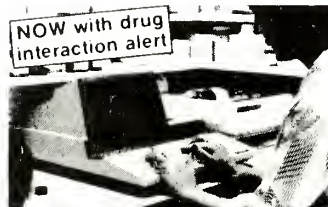
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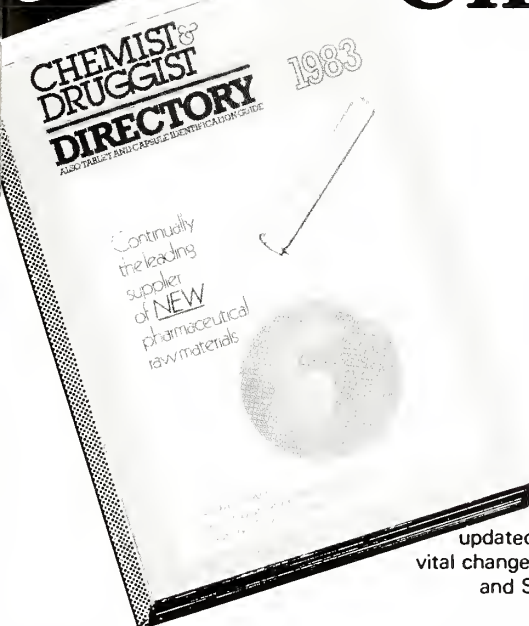
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